

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLII, No. 3

NEW YORK, JULY 17, 1930

10c A COPY



THE SILVER GOOSE

NEVER has a more affectionate and significant nickname been applied to an airplane than "the goose"... sturdiest and most dependable flier among the big birds! When we first urged the public to "Lift Up Your Eyes," most people thought of an all-metal plane as an impossibility. "Iron can't fly!" Today the Ford all-metal, tri-motored transport plane is probably the best known, most used and most popular in the skies.

The Ford plane has converted both public and industry alike to all-metal construction and three motors as the main factors of strength and safety in flight. It has endeared itself to "the brotherhood of the blue" by its surprising record, dependability, and extraordinary maneuverability.

When, three years ago, at the beginning of the first national advertising campaign ever appearing on aviation, we strove to vision the future in the sky, our client cautioned us to be moderate. But as fast as our optimisms flew on the wings of advertising, the now famous Ford air transport flew on to fulfill them!

N. W. AYER & SON
INCORPORATED

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE
PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON

FEDERAL

Advertising Agency, Incorporated
NEW YORK

*

The 3-Point Contact
insures uniformly effective
service to all our
clients

*

AN EXECUTIVE who plans and supervises, a copy writer who creates and a detail representative who follows through comprise a complete contact that gives each Federal client a Special Service of his own inside Federal, effectively supplemented by the resource and counsel of the entire staff.

Issued
Publish
June 25

Vol. C

A

Comm

CO
d
ust an
Ameri
is con
power
the co
and th
counte
Might
ing a
means

Wit
had c
inquir
fruits
reveal
tioned
things

The
down
which
ings a
sound
over
the r
rapid
case
histor
the a
we ha
the fa
Too
10 pe
prices
that r
a doll
actly
to a

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLII

NEW YORK, JULY 17, 1930

No. 3

A New Era of Greater Purchasing Power

Commodity Prices Are Shaken Down and Ability to Buy Will Be Stepped Up—Insufficient Buying Power Is the One Great Reason for So-Called Over Production

By Chester M. Wright

Of the American Federation of Labor

COMMODITY prices have gone down 9.1 per cent since August and the dollar with which the American consumer goes to market is constantly gaining in buying power. The customer walks up to the counter with a bigger dollar and the merchant looks over the counter to a new state of affairs. Mighty things have been happening and they have not by any means finished happening.

Within the last few days I have had cause to make certain special inquiries and these, added to the fruits of continuous observation, reveal facts which are of unquestioned importance to sellers of things and to buyers of things.

The nation is rapidly shaking down to a solid foundation on which business, work, profits, savings and mental condition will be sound and good. When it is all over we shall probably find that the readjustment has been more rapid than could have been the case in any earlier period of our history, taking into consideration the appalling height from which we had to come down to earth and the facts.

Today we register practically a 10 per cent drop in commodity prices, which means a gain of just that much in the buying power of a dollar. The figure stood at exactly 9.1 per cent June 1, according to a computation made by the

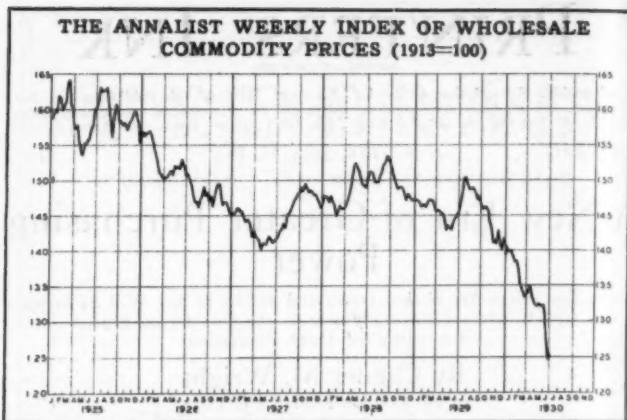
United States Bureau of Labor Statistics, and the rate of fall means that by now it stands at 10 per cent if not more.

Of course that is the amount of fall in wholesale prices. The drop in retail prices has been fully half that much. The retailer follows somewhat slowly for perfectly natural reasons. Much of his stock has been bought at ceiling prices and he comes down as slowly as possible.

But there is a new force at work this time—the chain stores. One big chain, doing a business of \$225,000,000 yearly in 1,450 stores, has just announced that it has taken the whole plunge at one sweep, writing down all its prices to the new basic commodity level. The two largest mail-order houses announce that they have done the same thing. Such announcements cannot fail to accelerate the speed of fall in other directions.

Of itself the fall in commodity prices might be rendered meaningless to business by trends that would cancel the new strength given to the buyer's dollar, but such other developments as there are tend to strengthen the situation instead.

Chief among the other developments which it is now possible to record as cheer to the merchandising world is the fact that wages, with a few exceptions, which move



Commodity Prices Have Been Falling Rapidly Since Last August, Which Means a Gain in the Buying Power of a Dollar. Mr. Wright Believes Falling Commodity Prices Are the Healthiest Sign Mass-Production America Could Have

the bulk of the nation's commodities, are not going down. There are as many dollars to be spent today as there were in January and they are more powerful dollars. It can be said with ample reason that we are entering a new era of buying power.

To be sure, there will be some attacks on wage rates. Indeed, there have been some. But there is not going to be any such thing as a general wage reduction effort, which means no decrease in the number of dollars available for the making of purchases. For this statement there is the highest authority. Within the last week it has been revealed that the question of wage reductions has been under consideration among those whose word fixes the policy in some of the nation's largest enterprises. The decision has been flatly that to reduce wages would be the sheerest folly.

One of the largest banking houses in the United States—a house that is heavily interested in enormous industrial enterprises—has said "no" to the wage reduction proposition. An equally emphatic negative came from the head of one of the largest mass pro-

duction enterprises. In the automobile industry there has been a sign or two of a wage cutting desire, but it appears highly improbable that there will be any general move in that direction in motors, though few industries have been hit harder than this.

An interesting and reassuring phase of the whole situation is that capitalists, employers and labor leaders have shown a remarkable unanimity of opinion as to these facts and their meaning. When, during the last ten days of June, the stock market took a fresh series of plunges, and Congress made a gesture toward investigation of the Stock Exchange, it might have been expected that labor men would have joined with those Congressmen who were demanding investigation on the theory that the crash was engineered.

But the labor men were the first to say that any such effort would be not only foolish but fruitless. I questioned a dozen presidents of International Unions and officers of the American Federation of Labor. Without exception these men declared the Congressional gesture the height of folly and one went so far as to declare that he pre-

The
the U
ties,
McC
devel
statist
the us
found
rate a
combi
This
ing w
tures;
Wh
indiv
tional
We
metho
indices
A b
be sent
desire,
the adv

THE McCANN INDEX



The purchasing power of the United States, by counties, is measured by the McCann Index. After its development by advanced statistical methods (without the use of conjecture) it was found to be notably accurate as checked with the

combined sales of a number of nationally distributed articles.

This new working tool is used in figuring sales quotas; in detecting weak spots in distribution; in allocating advertising expenditures; in examining the character of media circulation, and the like.

Where the Index is to be used in measuring the market for an individual commodity, it is made applicable by introducing additional factors appropriate to the product involved.

We have therefore in this work both a general index and a method for the determination of any number of specific product indices.

A booklet has been prepared describing the Index which will be sent upon request. Address the Markets Division. Or, if you desire, we shall be glad to explain the application of the Index to the advertising and marketing of your product.



THE H. K. McCANN
COMPANY • ADVERTISING

New York Chicago Cleveland Seattle
Los Angeles Denver San Francisco
Montreal Toronto Winnipeg Vancouver
London Paris Frankfort o. M.

ferred not to speak of it at all, because, in his view, to discuss it would be to agitate the subject, call attention to it and perhaps arouse the supporters of the proposal to renewed efforts. It was the conviction of these men that falling stock prices were a result and not a cause—a direct result of falling commodity prices, in the main.

It was the further view of these men that there has been a shaking out of exorbitant profits at the top—too many golden eggs, as one put it, and not enough edible ones. Study of what has been happening to dividend rates backs up this view. Many dividends have come down during the first six months of the year. There has been no such cataclysmic crash in dividends as some hasty reviewers indicate, but that there is in dividends a following of commodity price trends is beyond question.

There seems to be a change in the direction of the flow of the cash that keeps industry and commerce on the move and we shall likely find, perhaps by fall, that more money is flowing from industry out into the pockets of the masses who work in industry and less into the pockets of investors. If this indicated trend matures it will mean a larger active purchasing power in the nation, a larger power to purchase among those who must use nearly their whole income in immediate buying.

It is true that any fall in dividend rates must affect in some degree the thousands upon thousands of small stockholders. But the dividends that accrue to the average small stockholder are so small, in relation to his gross income, as to be negligible. They neither make nor greatly improve his status as a buyer. They merely give him some sense of security for old age. The mass buying power is in wages and in nothing else.

Altogether there is a remarkable meeting of minds on these matters. Those who have to do with industry and commerce in an active sense, as participants in the work of filling and emptying the great national bread basket, are about of

one opinion as to what is happening and why.

To get the full effect of the dynamic force back of the growing buying power of the day, let us return to the chain store that has at one sweep written off the commodity price drop. Remember that this chain does a business of \$225,000,000 a year. This chain announced the extent to which retail prices have gone down under the readjustment. The figures were so sensational that they were carried as news in the daily papers. Retail price reductions run as high as 30 per cent. Many items have come down to prices unmatched since before the war.

Few American consumers have ever had money enough to buy all the things they wanted and most have never even been able to buy the things they needed. What happens when the average consumer goes to the store and finds prices running to 30 per cent lower than he had expected? He buys more things. He leaves the same number of dollars on the counter and there is no gainsaying that fact.

Ford Employees Are in Debt

We have considered that Henry Ford pays a wage running somewhat above the average and yet the United States Bureau of Labor Statistics finds, in a survey of Ford workers in Detroit, that the average Ford employee ends the year about \$7 in debt. The amount of debt is not large and the amount is not important, except to the debtor. The point is that these relatively well-paid workers have not been able to buy even those things they believe they had to have without running into debt every year. They will spend all the money they have and if prices are cheaper they will buy more things. That states the case generally. It cannot be gainsaid.

If this has any national meaning, aside from the very important meaning of a people whose desires are more nearly satisfied, it is that we are on the road to a cure for what is the matter.

The masses of the people had insufficient buying power to keep the

THE
W

lead by M

Thorough Trading Area Coverage Through One Newspaper!

One Newspaper Covers Wisconsin Cities

IN WISCONSIN there are 90 cities each having a population of more than 2,500. The total population of these cities is 1,565,734—and five out of every nine families read *The Milwaukee Journal*.

Half of this urban population is concentrated in sixteen cities within the 25-mile Milwaukee trading area—and in these cities with a total population of 775,649, more than three out of four families read *The Milwaukee Journal*.

This thorough coverage of the major buying centers in Wisconsin is not even approached by any other Wisconsin newspaper or by any out-of-state publication.

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Read by More than Four out of Five Milwaukee Families!

enormous stream of mass production output on the move and surpluses piled up, without a market. Our capacity to produce became miraculous, but the capacity to buy was not the beneficiary of the same kind of miracle—not sufficiently so. That, it seems, is being measurably adjusted by the fall in commodity prices to a level more nearly commensurate with costs and with a wringing out of profits that have been too great.

Out of the jam-up of commodities came unemployment, the volume of which is unknown, but which is altogether too considerable. The trend toward what we may call price normals will accelerate re-employment. Stacked up commodities will begin to disappear into homes and new piles will have to be made. Consider the buying power that will accompany resumption of normal employment! That is the great thing on today's business and merchandising horizon.

A dealer in a line of mass production commodities told me this week that it is his experience that the desire to buy is being resisted by many persons whose income has suffered no reduction, but whose fears and cautions have been aroused by what they hear.

Caution is as contagious as plunging. This fear will pass as trade volumes grow with falling commodity prices.

A Healthy Sign

As a matter of fact, a falling commodity price list ought to be the healthiest sign mass-production America could have; and it is. Over and over again it has been proved that a decreased selling price and a growing wage rate are possible in American industry.

The events of the last year and the climactic developments of today not only prove that assertion over again, but they prove they are as necessary as they are possible. Had mass buying power gone up, as it could have gone up, there would have been no crash. There would have been a gentle, gradual readjustment that would have helped everyone and hurt no one.

Behind the doors of one of the

nation's greatest industrial banking houses there is agreement that present purchasing power must not be reduced.

A powerful figure in American finance takes the trouble to telephone across the Atlantic that to strike at buying power would be "a calamity."

The president of an enormous concern which ramifies over the whole continent and whose pay-roll keeps many thousands of homes happy repeats the verdict with double emphasis.

Officials of the American Federation of Labor urge against sticking pins in the Stock Exchange and the secretary of the great organization speaks calmly for "production related to consuming power."

Here are signs which, when added to the statistical proof of the dramatic change in the size of the buyer's dollar, should go far toward putting Mr. George A. Merchant on the road to a healthy state of mind. It should sweep away a lot of miasmic affliction, leading not to a return of that fever of speculation which is now played out, but to a mighty good business on the basis of sound and actual values.

The situation will not work out as smoothly as a blueprint. The sadness and tragedy of workless homes will not over night be turned into a pretty picture of an all-pervading comfort and gaiety. And not all financiers, business men and bankers will become suddenly endowed with that supreme wisdom which will set all to rights, with the wheels all humming and the conveyor systems all moving to turn out piles of plenty which will be promptly seized upon by resuscitated purchasers.

No, not as by the waving of a wand. But it is a fact that this national industrial plant, this national output of things, is being heaved in all its bulk into a new direction as if after having learned one of those lessons that forever remain to guide.

And there is no getting away from the fact that a dollar that can buy more will promptly go out and get itself spent.

New England's Second Largest Market

In the first six months of 1930

The Providence Journal-Bulletin printed

13,122,826 lines of paid advertising

This is a gain of 59,605 lines over the corresponding period of 1929, the best previous record. This is more than 80% of the total advertising in Providence daily and Sunday newspapers during this period.

Year after year these newspapers have made a steady gain in advertising patronage—because they produce results.

The reader confidence and circulation dominance of these publications make them valuable mediums for advertisers.

Circulation 128,158 Net Paid

Providence Journal Company

Providence, R. I.

Representatives:

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

Now That It's Hot—Let's Think of Christmas

Editor of PRINTERS' INK:

One of our friends, a manufacturer of washing machines, is rather skeptical about featuring his product as a Christmas gift. His contention is that it closely suggests the old Scotch joke of a washboard as a gift, which is not at all the serious line of thought that creates sales.

I should think a washing machine is just as thoughtful a gift as a floor waxer, a vacuum cleaner, oil heater, automatic fire poker, or any other household labor saving device, especially if the appeal is made more graceful by stressing happy hours, or less labor during the year rather than too much emphasis on the machine itself.

I am also interested in the dealer window display angle; whether or not Christmas displays have made any appreciable difference in the dealers' annual volume. My friend contends such things are thought about and discussed in the home considerably in advance of the sale and that while their dealers' experience a lull during the Christmas buying season, they pick up immediately after the holidays, so that Christmas has little affect one way or the other.

Any information you can refer us to in past issues of PRINTERS' INK will be appreciated. I know from past experiences, what a whale of a lot of information your cross-indexes will reveal.

THIS letter is typical of a type of query which we receive during the months of July and August. Christmas is a long way in the offing but the wise advertiser begins to make his Christmas plans about the time that the automobile tourists set about their vacations in earnest. The battle for holiday trade has become so keen that the manufacturer who does not plan for it many months in advance is in danger of bringing up at the rear of the parade.

The question brought up in the first paragraph of the letter is one of unusual interest to the manufacturer of a utility product such as a washing machine, ironing machine, vacuum cleaner, and so forth. A great deal of justifiable fun has been poked at the advertiser who shows Santa Claus descending the chimney with some household device and presenting it to a family



Frigidaire Has Used the Christmas Gift Appeal—There Is No Good Reason Why Advertisers of Other Major Household Purchases Should Not

whose faces are wreathed in smiles.

There is another type of illustration which used to be quite popular at Christmas. It showed the proud father presenting mother with a household utility with a smile on his face which seemed to say, complacently, "Here's a big surprise, Ma. Now you can go to work until next Christmas."

The fact remains, however, that there are a great many women who are keenly interested in any labor saving household device. There is no particular reason why they shouldn't be just as interested in a washing machine or a vacuum cleaner as they would be in tablecloths or other things which are generally accepted as Christmas gifts. A washing machine, for instance, represents a major household purchase and many a woman would prefer to have her husband invest his gift money in a product of this kind instead of in a bunch of knick-knacks which she really does not want or need.

If the advertiser will observe the rule of good taste there is no rea-

Influence is what you really buy!

**The
influence
of larger
circulation**

*Use The News
weekdays and Sun-
day and reach 4 out
of 5 Detroit homes.*

**The influence
of home
reader
interest**

**The
influence
of civic
leadership**

IN the last analysis you do not expect any medium to sell any market. What you really expect to do is to enlist the greatest possible influence in a specific community toward a

favorable regard for your goods. In Detroit The News, because it has 74,000 more circulation than any other Detroit paper, because it has for 57 years been the home newspaper and the acknowledged leader of the community, is the most influential medium available. In fact so outstanding are the achievements of The News from a circulation, advertising or editorial standpoint that it, alone, will adequately influence the whole market toward a predilection for your product. Maximum influence at minimum cost.

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. Klein, Inc., 50 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

400,000 Sunday Circulation—340,000 Weekdays

son why he should not be able to get some of this business—and as a matter of fact a large amount of it.

The second question brought up in the letter is one which boils itself down to a matter of the value of display. There is little doubt that if a large unit product, such as a washing machine, is going to be bought for Christmas the family will begin contemplating the purchase many weeks before December 25. This means, then, that the advertiser who is going to use a window display should get his displays in earlier than the manufacturer of a smaller unit product who picks up a great deal of last-minute business. No one today will question the value of display and it will work just as well for washing machines as it will for men's shirts or women's lingerie.—[Ed.]

PRINTERS' INK.

J. L. Wood to Direct Bellas Hess Advertising

J. L. Wood, formerly sales promotion manager of the fashion division of the National Bellas Hess Company, New York, has been appointed manager of advertising and sales promotion, following the resignation of R. M. S. Walker, mail order advertising manager for the last ten years. Before joining the Bellas Hess company Mr. Wood was for thirteen years with Sears, Roebuck & Company. E. H. Brinkley will be in charge of catalog production. Ben Culick will also assist Mr. Wood.

G. G. O'Brien, Jr., with Outdoor Advertising Agency

Gerald G. O'Brien, Jr., has resigned as sales manager of the General Outdoor Advertising Company in Pittsburgh and is now associated with the Pittsburgh office of the Outdoor Advertising Agency of America, Inc.

J. R. Stanton Joins Pedlar Agency

James R. Stanton, formerly engaged in special promotion work for the Butterick Publishing Company at Paris, has joined the staff of the Louis C. Pedlar Corporation, Inc., New York advertising agency, as an account executive.

Adler Rochester Account to Homer McKee

Levy Brothers & Adler Rochester, Inc., Rochester, N. Y., manufacturer of Adler Rochester clothes, has appointed the New York office of The Homer McKee Company, advertising agency, to direct its advertising account.

Warner Bros. Form Industrial Film Subsidiary

Warner Bros. Industrial Pictures, Inc., with headquarters at New York, has been organized as a subsidiary of Warner Bros. Pictures, Inc., which recently acquired The Stanley Film Advertising Company. Formation of the subsidiary marks the entrance of Warner Bros. into the production and distribution of industrial films.

A. Pam Blumenthal, formerly president of the Stanley company, is vice-president of the new company. B. K. Blake, previously vice-president in charge of production for Stanley, is production manager of the new company.

In addition to production, the industrial unit will arrange for showing of sponsored pictures in theaters of the Warner chain, operate sound reproducing trucks for street displays and make reduced prints for use in homes or group meetings.

The subsidiary will have a representative in each office of the Warner Bros. organization.

S. C. Mitchell Joins Reo Motor

Sam C. Mitchell, formerly assistant sales manager of the Hudson Motor Car Company, Detroit, has been appointed manager of distribution of the Reo Motor Car Company, Lansing, Mich. He will have direct charge of merchandising matters as well as distributor and dealer relations.

Marjorie Signer Affiliates with Hazard Agency

Marjorie Signer and staff, formerly operating as Marjorie Signer, Inc., New York advertising agency, have become affiliated with the Hazard Advertising Corporation, of that city. The Hazard agency will open a women's department under the supervision of Miss Signer.

Silk Account to Kenyon & Eckhardt

The advertising account of the Kattermann & Mitchell Company, silk manufacturer, Paterson, N. J., has been placed with Kenyon & Eckhardt, Inc., New York advertising agency.

A new trade-marked line is planned.

Carroll Dean Murphy Opens Louisville Office

Carroll Dean Murphy, Inc., Chicago advertising agency, has opened an office in the Heyburn Building, Louisville, Ky. Mr. Lawrence Aronson, formerly with the Louisville *Herald-Post*, is in charge.

United Hotels to B. B. D. & O.

The United Hotels Company of America, has appointed Batten, Barton Durstine & Osborn, Inc., as advertising counsel.

ustrial

ictures,
York,
iary of
rich re-
lm Ad-
of the
f War-
nd dis-

y presi-
is vice-
B. K.
ent in
nley, is
w com-

e indus-
wing of
of the
roducing
nake re-
r group

representa-
er Bros.

Reo

assistant
otor Car
ppointed
he Reo
, Mich.
merchan-
utor and

es with

formerly
nc., New
become
vertising
Hazard
partment
Signer.

on &

le Katter-
lk manu-
been
rdt, Inc.,
planned.

Opens

Chicago
an office
ville, Ky.
erly with
in charge.

D. & O.
of Amer-
ton Dur-
advertising

Potential Puffs!



WHETHER you take your tobacco straight or mixed, Florida fields are ready to supply the raw materials! Another two weeks and the season starts.

Last year a single month brought more than \$14,000,000 to growers. It looks like even a bigger year in 1930. Remember, too, that this is the immediate circulation area of "Florida's Foremost Newspaper" which, with intensive circulation in South Georgia, includes that rich tobacco section too.

A schedule planned for this 7-mornings-a-week dominant newspaper, connects you with immediately available cash.

The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities

A New Circulation Record . . .

The average daily net paid of
circulation of The Chicago six
Daily News for the first larg
six months of 1930 was per
445,909, an increase hist

THE CHICAGO

Chicago's Home Paper

ADVERTISING REPRESENTATIVES

CHICAGO
Home Office
Daily News Plaza
Tel. Dearborn 1111

NEW YORK
John B. Woodward, Inc.
110 E. 42d St.
Tel. Ashland 3770

DETROIT
Joseph R. Scolan
3-241 General Motors
Tel. Empire 7810

SAL
C.
363 Croc
Bldg.

Member of The Association of American Newspapers

on
 . .
 paid of **12,573** over the first
 icago six months of 1929 ... the
 first largest circulation for the
 was period in Daily News
 rease history.

AGAILY NEWS

o's *H* newspaper

ADVERTISERS' REPRESENTATIVES:

DETROIT
 ph R. Seals
 General Motors
 Empire 7810

SAN FRANCISCO
 C. Geo. Krogness
 303 Crocker, 1st Nat'l Bank
 Bldg. Tel. Douglas 7892

ATLANTA
 A. D. Grant
 711-712 Glenn Bldg.
 Tel. Walnut 8902

of The *H* of American Cities

FOCUS

your advertising where the
bulk of buying readers
are found.

Oklahoma is 73.4% rural.

Based on the 1930 census of
2,388,985 for the state,
Oklahoma's rural citizens
number 1,753,515.

The Oklahoma Farmer-
Stockman is the only
medium thoroughly
covering this
market.

If your city sales are falling off
and you need new markets to
bring them up, try the big farm
area represented by the Oklahoma
Farmer-Stockman.

192,892 ABC
circulation.

**THE OKLAHOMA
FARMER-STOCKMAN**

THE OKLAHOMA PUBLISHING COMPANY...
THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES-WAY
National Representative: The Katy Special Advertising Agency

H

Re

IN
P
John
John
an a
adve
pany
"I

ness
to k
ily a
do t
unles
sales
even
sales
way
is th
often
of le
If ac
ily a
unem
can b

Th
ploym
that a
That
all r
busin
high
were
misch
a new
arrive
ican v
in the
of pe
ment
highes
sky w

Mr.
pany,
full sl
throug
deflatin
1921;
seem t
a sing
have t
compar
floor w

advertising to keep a factory going on its usual basis of production—if that basis is not forced and artificial at times—is not merely something that theorists write about in books; it is a living fact that is workable and resultful alike in seasons of feast and famine.

Anyway, nobody in the Johnson establishment had been discharged from causes having anything to do with the business depression; the plant was going right along on its usual five and a half days a week pattern. Last March—March of 1930, remember—was the biggest month in the company's history.

Let it not be understood, however, that sheer brute force of advertising, piled on in ever increasing volume, accomplished this notable thing. Advertising provides steady work at the big Racine plant because it was and is the foundation of the methods by which the company regulates production and keeps sales equalized. In such regulation and equalization, with its consequent effect in smoothing out the peaks and hollows in selling, is the real power that keeps the factories going steadily.

How does advertising work to provide for this organization's merchandise a demand so steady that there are no breaks in production?

When the late H. F. Johnson, father of the present president, became associated with the firm more than forty years ago, the business was that of manufacturing fine hardwood floors. Later was developed the company's principal product, "Johnson's Wax" for floors and furniture, the activities eventually branching out into the production of the present considerable line of related items.

For twenty-five years prior to 1922 employment irregularity in the firm followed closely the same condition in other companies of its class, such as manufacturers of household products, paints and varnishes. This was on account of the more or less natural seasonal demand for the goods. No matter how energetically the merchandising of the wax was pushed, the

peak load of the business had to be carried in the spring and fall.

Mr. Johnson saw that the only logical way to correct this condition was in the extension into other markets and in the diversification of products.

For the extended markets he turned to the export field. He persuaded his father to allow him to open selling organizations in Australia—in the antipodes where the seasons are the exact opposite from those in the Western hemisphere. When the housewives in this part of the world would be resting during the summer and winter from their housecleaning labors in the spring and fall, those in Australia would be in the midst of their semi-annual war on dirt, and vice versa.

A large export business, which now is world wide, was here developed, with the result that the seasonal consideration in production began to disappear. Thus was a long step taken toward the desirable condition of keeping the working force steadily employed.

Further to stabilize production, the company began developing its present family of related commodities. It trained its employees so they could be shifted from one job to another as finished goods in these lines were accumulated.

Work Every Business Day

This went along until, under the present set-up, Johnson marketing potentialities were such that the employees had work every business day in the year. The seasonal demand for certain goods persisted and still persists. Nevertheless the exports and the in-between business brought by the diversified lines evened things up sufficiently for all practical purposes.

To bring about this nicely balanced production program the sales necessarily had to be equalized in a corresponding manner; the advertising had to expand and develop so as to prepare the way for the new markets and keep them after they were obtained.

It is worthy of note that in these rather critical days when so many business organizations are

either thing agents public are lay the hold; stead adver devel year' terse day.

Ad prese chine it goi of fa decide the a the in crease memb came to be ening

"Th ductio playe aggres chandi family approa ket, a usually other"

"Rig devoti develop for de salesm keep u part of ness d come a this is extensi end."

One the Joh in the vertisin is that, definite workme and if of empl theirs, on the ment e tions an

and to be
all.
he only
condi-
to other
ification

sets be
d. He
ow him
ions in
where
opposite
n hemi-
rives in
ould be
er and
cleaning
ll, those
the midst
on dirt,

, which
ere de-
that the
produc-

Thus
ward the
ping the
loyed.
duction,
ping its
ommodi-
yees so
one job
oods in
ed.

Day

, under
on mar-
uch that
k every
The sea-
n goods
Never-
the in-
by the
hings up
cal pur-

cely bal-
the sales
ized in a
e adver-
develop
for the
em after

that in
when so
ions are

either feverishly hunting for something new in advertising—new agency connections, perhaps, new publications or new methods—or are reducing their advertising outlay to nothing or next to nothing, the Johnson firm is tenaciously holding to its original pattern of steady advertising. "Consistent advertising throughout the year to develop sales every month in the year" is the way Mr. Johnson, Jr., tersely described it to me the other day.

Advertising built the company's present regulated production machine and has kept and is keeping it going. If, due to fright or lack of faith in the future, it should be decided to diminish or discontinue the advertising even temporarily, the inevitable result would be a decrease in sales among at least some members of the family; and if this came about production would have to be abbreviated, causing a shortening of work.

"The force that keeps our production department steadily employed," Mr. Johnson said, "is aggressive and never ending merchandising endeavor. Through our family-of-products we are able to approach a widely diversified market, and we work harder in the usually depressed months than any other time.

"Right now, for instance, we are devoting unusual attention to the development of special sales plans for dealers; we are carrying on salesmen's contests so as to help keep up the spirit of fight on the part of our own staff. When business does not of its own accord come along in the normal volume, this is all the more reason for an extension of effort on the selling end."

One impelling force that keeps the Johnson company ever diligent in the carrying forward of its advertising program without a break is that, back in 1922, it assumed a definite obligation to assure its workmen a steady income when and if they should be thrown out of employment through no fault of theirs. This policy was developed on the hypothesis that unemployment exists under normal conditions and is not due merely to busi-

ness depression. It can be caused by high production costs, faulty sales policies, inadequate labor administration leading to unnecessarily large turnover, seasonal fluctuations, introduction of too much new machinery and wasteful systems of commodity distribution.

Through gearing up advertising and production the company has done a thoroughly workmanlike job in removing, or minimizing, these primary causes for unemployment which may come about in good times as well as in bad. But the security of the employees as to their positions goes back even further.

Merchandising Keeps Production Department Employed

Suppose that, owing to the present prevalence of economic unrest and uncertainty throughout the world, sales should lag. Advertising is an economic force and therefore has to operate under the tenets of economic law. If a market is constitutionally unable to absorb its usual quota of merchandise, advertising can work no miracle to force such absorption. In this case the only sensible thing to do is to cut down production to meet the marketing possibilities.

If such a contingency develops in the Johnson company and an acute unemployment situation arises—something it has never experienced up to now—the workmen will not have to take enforced lay-offs at their own expense. They possess the double security of a wisely conceived merchandising plan which provides continuous production—and of an emergency unemployment fund contributed to in equal parts by workers and management which may be drawn upon in case of any departure from a full time operating basis. This system was inaugurated because of the conviction of its originator that "if an industry finds that it cannot abolish unemployment, that it may need a reserve of labor, it should be prepared to carry the necessary reserve of labor at its own expense."

He also felt that the prevailing practice of hiring men and then laying them off when business

lagged was bad for industry because it was bad for the country as a whole. In order that he might give to his employees a feeling of stability and make his own plant an example to others of how unemployment could be worked out successfully and practically, he organized what is now known as Johnson's Mutual Benefit Association. The firm has rarely had occasion to use it; but, to quote H. F. Johnson, Jr., "it is there to be used in time of general business depression (apparently, significantly enough, he does not regard the present as such an occasion!) or during a crisis."

The Benefit Association is essentially a proposition for insuring against unemployment; but it includes life insurance and other benefits. It is administered by a governing board consisting of six members, four chosen by the employees and two appointed by the management. Of the four employee members two are elected from the plant, one from the sales and advertising departments and one from the general clerical and office force.

When a man applies for a job at the Johnson plant he is carefully looked over with the thought of the connection being permanent. In addition to having character and reputation and the necessary qualifications for the position he seeks, he must have good health. If he passes muster he is placed on the payroll for what amounts to a probationary period of six months, at the end of which time he is eligible for membership in the association. In other words, he has a life-time job, other things being equal, and is protected against such emergency unemployment periods as may come about. If his monthly wage is \$75 or less he pays into the association 50 cents a month. If he gets up to \$200 he pays \$1 a month, and if his compensation exceeds \$200 his dues are \$2 per month. The dues are collected by automatic deduction from the payroll to be made on the written authorization of the employee.

The company pays into the association's treasury, dollar for dollar, an amount equal to the total

yearly dues contributed by the employees.

One purpose of this fund is to provide means for paying non-occupational disability benefits to employees as provided for by the Wisconsin Compensation Act. Employees receiving \$75 or less per month are paid \$1 per day under such disability; the second class gets \$2 per day and the third class \$4 per day. But the fund is also used—and here is the point of the present story—to provide unemployment insurance. When an employee is absent from his work from any cause not within his control he is paid on the same basis as would be the case if he were disabled, the payment beginning with the first day of absence.

It is important to add, too, that the firm reimburses the association for all benefits paid under the State compensation law and under the unemployment insurance provision.

Johnson Employees Paid for Holidays

Factory workers receiving wages which are usually computed on an hourly basis are not paid for legal holidays; neither are they allowed vacations except at their own expense. Under the workings of this association plan all such employees receive pay for holidays and vacations, the amount of pay not being their regular daily wage, but the sum they would receive under the disability provision. Up to now about the only use that has been made of the fund has been to pay disability benefits on account of sickness and to pay life insurance. Owing to the stabilized production and selling conditions brought about by the company's merchandising program, the unemployment provision has not yet been utilized except to pay for holidays and similar absences as just described.

Meanwhile the fund keeps on growing and, having been in existence now for eight years, it has assumed obviously sizable proportions. It is sufficient to take care of any unemployment crisis that may conceivably arise in the company.

The whole Johnson unemploy-

by the
and is to
on-occu-
to em-
by the
ct. Em-
less per
y under
and class
ird class
is also
t of the
nem-
an em-
is work
his con-
ne basis
he were
eginning
ce.
oo, that
ociation
der the
d under
ce pro-

d for

g wages
d on an
or legal
allowed
own ex-
of this
employees
d vaca-
ot being
but the
der the
to now
as been
to pay
unt of
urance.
duction
at about
undising
nt pro-
zed ex-
d simi-
scribed.
eps on
in ex-
it has
propor-
ke care
is that
e com-

employ-

THE INDIANAPOLIS NEWS

... 86 ...
out of every 100
Marion County
(Indianapolis)
families read
The News.



The
INDIANAPOLIS NEWS

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

THREE BILLION IV TWENTY-SEVEN MILLION DC

... is in New York savings bank
by New York people any
well-to-do Evening Journ

EVERY year savings banks use more and more space in the Evening Journal. During 1929, and for the first six months of 1930, the Evening Journal printed more savings bank advertising than any other New York newspaper . . . morning, evening or Sunday. More than 32% of all the savings bank dollars in the United States are in New York savings banks.

It is but natural that savings banks, preaching a doctrine of thrift and consistent, regular savings and building upon a patronage of the classes and masses, should favor a newspaper whose readers have a sense of values, keep out of the

»

»

»

NEW YORK VE

MAIN OF ST 40th

REPRESENTED NATI

NEW YORK CITY, International Magazine

ROCHESTER, Temple Build

PHILADELPHIA, Fidelity Philadelphia Trust

RODNEY

GO, Hearst

BOSTON,

IC COAST

FIVE HUNDRED AND DOLLARS « « « «

(Great goodness! What a lot of money!)

savings banks, deposited there
people any of whom are
Evening Journal readers

and more gambling market, and spend carefully with ad-
g 1929, vertisers who treat them fairly.

Evening
vertising

. morn-
% of all
ates are

aching a
savings
classes
whose
t of the

**Savings banks find the Evening Journal
the most fertile and productive medium
for reaching the greatest number of pro-
spective depositors. They invest from two
to three times as many advertising dollars
in the Evening Journal as in any other
New York newspaper because Evening
Journal readers have been educated by
the Evening Journal editors not to gamble.**

FOR EVENING JOURNAL

MAIN OFFICE 40th ST., NEW YORK CITY

WANTED NATIONAL RODNEY E. BOONE ORGANIZATION

GO, Hearst Building . . . DETROIT, General Motors Building

Temple Building BOSTON, 5 Winthrop Square

Philadelphia Trust COAST REPRESENTATIVE, H. N. Conger, 5 Third Street, San Francisco

DETROIT—1920
993,739

DETROIT—1930
1,819,764

(territory included in A. B. C. city circulation boundaries)

**lot of people
to move into any
man's town
in ten years
Hustling moderns
they are
with zippy red blood
and much
buying enthusiasm.
The Detroit Times
happens to be
their favorite newspaper.**

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Jul
men
in t
1.
out
mon
and
usua
3.
and
they
the f
4.
depr
of th
tions
5.
sible
includ
with

Do

Albe
ident f
Advert
has be
Merrill
tive si
dent.
H. M
John M
vice-pr
elected
sociated
agency
vice-pre

Nunn

The
planned
newspap
tising.
South w
priation
the last
schaldt-t
tising a
handle

To R

C
Alexan
advertisi
and adja
Pharmac
Buyer at
lished at

Craig

The A.
York, ma
for Wome
ing Agen
also of thi
account.

ment insurance plan may be stated in tabloid form as follows:

1. Consistent advertising throughout the year to develop sales every month in the year.

2. Special sales plans for dealers and salesmen's contests during the usually depressed months.

3. Development of new products and the training of employees so they can work in whatever part of the factory they may be required.

4. A vacation period in a usually depressed month during which all of the employees take their vacations.

5. A general policy to make possible for workers many benefits, including profit-sharing, coupled with a desire to deal fairly by all.

Dollenmayer Agency Elects New Officers

Albert Dollenmayer, founder and president for many years of the Dollenmayer Advertising Agency, Inc., Minneapolis, has been elected chairman of the board. Merrill Hutchinson, chief account executive since 1926, has been elected president.

H. K. Painter, account executive, and John M. Bridge, copy chief, were elected vice-presidents. J. V. Pidgeon has been elected secretary. A. N. Walters, associated with Mr. Dollenmayer since the agency was organized, has been re-elected vice-president.

Nunnally Plans New Campaign on Candy Product

The Nunnally Company, Atlanta, has planned an advertising campaign using newspaper, radio and direct-mail advertising, to feature The Candy of the South which it manufactures. An appropriation of \$125,000 will be used during the last six months of this year. Gottschaldt-Humphrey, Inc., Atlanta advertising agency, has been appointed to handle the account.

To Represent Toronto Publications in Montreal

Alexander Patterson has been appointed advertising representative in Montreal and adjacent territory of the *Canadian Pharmaceutical Journal*, the *Ladies' Wear Buyer* and *Canadian Hospital*, all published at Toronto.

Craigleigh Coats to Mahin Agency

The A. B. Piper Company, Inc., New York, manufacturer of Craigleigh Coats for Women, has appointed The Advertising Agency of John Lee Mahin, Inc., also of that city, to direct its advertising account.

Z. L. Potter, Director of Distribution, Mohawk Carpet

Z. L. Potter has resigned as president of The Z. L. Potter Company, Syracuse and New York advertising agency, to become director of distribution of the Mohawk Carpet Mills, Amsterdam, N. Y. This is a newly created position and his functions will be to tie all the factors of selling into a single unit of service to the trade. He will also supervise all functions having to do with determining and styling the line. He will not replace any other department heads charged with sales activities or development and styling of the line.

Mr. Potter was, at one time, vice-president and business manager of the New York *Evening Post* and was formerly advertising and publicity manager of the National Cash Register Company. For the last six years he has been president of the Potter agency which handles the Mohawk advertising account.

Heads Z. L. Potter Agency

E. S. Barlow has become president of The Z. L. Potter Company, advertising agency, following the change in position of Z. L. Potter, reported in the above item. Mr. Potter has transferred his ownership in the agency to members of the organization. Mr. Barlow, who has been vice-president, was formerly an account executive with Lord & Thomas, now Lord & Thomas and Logan, and was later general sales manager of the Seitz Shoe Company and the Nettleton Shoe Company.

A. J. Schied becomes vice-president and treasurer; R. S. Feeley, vice-president in charge of art; Ralph Richmond, vice-president in charge of copy, and Adlai S. Hardin, secretary. Mr. Hardin will continue as manager of the New York office.

The agency is now being incorporated and for the present will be known as The Z. L. Potter Company, Inc. Except for the withdrawal of Mr. Potter, the entire personnel of the organization remains unchanged. Its policies and future will be governed by a board of directors consisting of the officers mentioned.

Dutton & Company Appoint J. D. Stanard

John Dandridge Stanard, formerly literary editor of the *Chattanooga, Tenn. Times*, has been made assistant advertising manager of E. P. Dutton & Company, Inc., New York publisher. He has been with the Dutton company since May 15 as a member of the promotion department.

Kabo Corset Account to Sehl Agency

The Kabo Corset Company, Chicago, manufacturer of Kabo and "Live Model" corsets, girdles and brassieres, has appointed the Sehl Advertising Agency, of that city, to direct its advertising account. Business publications, newspapers and direct mail will be used.

Using Your Own Products for Prizes

Thomas A. Edison, Inc. Uses a Timely Idea to Stimulate Summer Sales

NELSON C. DURAND, vice-president of Thomas A. Edison, Inc., has always been a believer in low-pressure selling. Rather than attempting to get his sales force all worked up, firing their imaginations to go out and beat quotas, he has consistently asked them to study consumer problems and has allowed each division to

in our own line to reward those divisions which best meet the quotas they set themselves?"

The result of this idea was a series of letters started in May suggesting to the various divisions that each one of them knew more about local conditions than anybody in the home office; that if some sort of research were worked

(Put this prominently in every office where all salesmen can see)

Prizes for Progress—Summer of 1930

Districts qualifying on their expressed business expectations to Charles Edison for July, August and September, will be awarded prizes from this Edison merchandise. Qualifying districts may select any variety of prizes totaling the number of Edison products sold.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.



EDISON'S NEW IMPROVED EDISON BATTERY
The Edison Battery is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money. It is the only battery that will give you the most service for the least money.

This Is the Top Portion of a Poster Sent to All Edison Division Managers—It Shows Pictures of the Edison Product-Prizes and Gives a Selling Talk Under Each

set its own quota based upon a carefully weighted average for the United States.

When it came along to the summertime in an off year, it was his idea that any sales force, especially his own which had been trained for low-pressure rather than high-pressure selling, would not react particularly well to a hip-hip-hoorah sales talk. Rather he considered that summer was a time every industry would have to go through, this summer especially, and that it might as well be made as good a summer as possible by getting every outlet to do the same amount of intelligent work.

The idea of the usual sales contest didn't appeal to Durand, so he worked out a plan which is timely in its application to a period of so-called over-production. The thought was: "why not use other products

out to set a definite quota for each one of them they would have to interpret those figures to make them clear. Therefore, it seemed more logical to ask each one to make an estimate of its field sales for the months of July, August and September as a guide to factory production.

As he said in his first letter to the men, back in May, "Calculating production is really a matter for you, as you know your prospects and the man-hours you will put behind the sales effort." This letter was followed up, and on July 1 another letter was mailed out based upon the estimates sent in by each division.

Each manager was told that his district would "qualify" for those three months with a certain number of sales based upon his estimate and the national average. In

Be Fair to Chicago —and to Yourself

If you are attempting to advertise to Chicagoans without using the Chicago Evening American, you are not being fair either to Chicago or yourself.

In the first six months of 1930 the Chicago Evening American's circulation averaged 562,631 copies daily — 116,530 greater than the average of the second Chicago evening paper. And the Chicago Evening American has led its field too long (it is in its tenth year of leadership) for this great difference to be attributed to anything other than a persistent preference on Chicago's part.

If your product or your service is one that Chicago should know about, is it fair that over 100,000 Chicagoans should be left uninformed? And are you fair to yourself when you neglect so great a market as the Chicago Evening American's, with its thousands unreached by any other evening paper?

CHICAGO EVENING AMERICAN

A good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

most cases, the letter cut down the expectation figure set for himself by the manager.

Then a poster was prepared at the home office which the division manager was asked to put up in a prominent position in every office where salesmen could see it. The poster listed a line of merchandise, made in the Edison factory, which seemed logical for prizes. Among them were the Siphonator, a coffee urn, looking like a Russian Samovar, which makes nine cups of coffee; the Edicraft toaster; the several models of the Edison radio; a waffle baker; a Martha Washington sewing table; a sandwich grill; spark plugs; a bridge set; a complete line of toy and juvenile furniture; a portable phonograph and a reproduction in color of an oil painting of Thomas A. Edison. Each one of these products was summed up in terms of the number of Ediphones which would have to be sold to qualify for each.

Under each product listed in the poster was a little selling talk about it, telling, for example, how the toaster toasted both sides of two slices of bread at once, halving the time required by ordinary toasters; describing its automatic principles and other selling points about it. The same thing is true of every other item listed.

This low-pressure sales contest inaugurated with the company's own products as its prizes has many interesting points. Just as the big company often asks its stockholders to buy its merchandise and thus become little distributing centers of good-will, so this plan is designed to put into the hands of its own employees other products made by the company by having them work for them. Many a man inviting another man to his home has to apologize when he is kidded by his visitors about having a product made by a competing company at his breakfast table or in his living-room.

The district manager is given much leeway in his distribution of the prizes when and if his men qualify. When he gets the totals he can either take the products awarded to him and give them all as a capital prize to the one high

salesman or he can divide the Martha Washington sewing tables, or whatever else he decides upon, among the wives of the three leading salesmen, or make any other arrangements he sees fit.

The plan has all sorts of possibilities for companies, especially those which make a large line of products some of which are not well known to salesmen concentrating on one of the line.

At a time of over-production imagine what might happen if some gasoline producer decided to reward 1,000 of his best employees by a card entitling them to a year's supply of gasoline at any filling station distributing the company's products. It would make a crowd around the filling stations for one thing, it would cause conversation, create good-will, and insure the company that its own employees were using its own products.

L. E. Crandall Returns to Simmons Hardware Companies

L. E. Crandall has been elected vice-president and general sales manager of Simmons Hardware Companies, with headquarters in St. Louis. He was formerly with the Simmons organization, having resigned as general sales manager in 1924 after seventeen years with the company. Since leaving Simmons he has been associated with several hardware manufacturers.

Another appointment in the Simmons organization is that of Sid Henry who has been made vice-president in charge of advertising and sales promotion. Fred Lamberton continues as manager of the sales promotion department.

Ruxton Corporation Appoints Beecher-Cale-Maxwell

The Ruxton Corporation, St. Louis, maker of Ruxton front-drive cars, has appointed Beecher-Cale-Maxwell, Inc., advertising agency of that city, to direct its advertising.

J. Walter Thompson Opens New Office

The J. Walter Thompson Company, will open an office in the New York financial district on August 1. It will be located at 150 Broadway.

R. T. Anthony Joins Mogensen

Roy T. Anthony, formerly with the advertising department of the Colgate-Palmolive-Peet Company, Chicago, has joined the office at that city of M. C. Mogensen & Company, Inc., publishers' representative.

WAYS and MEANS

THERE are various methods for keeping your name before the public. Newspapers and magazines; radio; billboards; our hat is off to them as highly effective mediums.

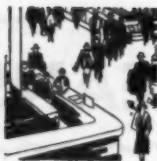
But paste this in *your* chapeau: **they can't do all the work!** They give the potential customer a flash at your product, but they don't sit down with him for a quiet hour in the evening and tell him the whole story.

This is properly left to the printed book, and of course, the planning of the book should be properly left to

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York



Department sales for May up 7.8%. General retail sales over 6% gain.



Incoming freight tonnage gained 8% to 35% for four railroads. (May.)



June was 35th consecutive million-dollar building permit month.



Tenantry in all classes of buildings averages 95.4%. (Chamber of Commerce survey.)



Unemployment is less than 1.4% (1930 census figure.)

There is no business depression in Oklahoma City

The Oklahoman and Times give advertisers 27,432 more circulation in the Oklahoma City Market than all other 18 dailies in the same area combined and at a 39% less milline cost.

Okla
ne m
ngle
n are
abso
ther
ales
ere
artme
creas
%. J
onth
illion-
less
erage
ur of
incom
d 55
count
gher.
t 11%
t sales
arket,
chedule

HE
KLA
E OKL
THE O
Special

Oklahoma City stands in vivid contrast with the majority of major American cities. Every angle of comparison intensifies its potency as an area with a high level of sales expectancy. Babson's Reports, Standard Statistics and other authorities rate it as one of the best sales areas in the country.

There can be no juggling of these facts: department store sales for May showed a 7.8% increase. General retail sales gained over 10%. June was the thirty-fifth consecutive month in which building permits passed the million-dollar mark. Unemployment is rated at less than 1.4% (1930 census). Tenancy averages 95.4% for all classes of buildings. Four of the largest railroads report May gains in incoming freight tonnage of 8%, 10%, 19% and 55%. (The Oklahoma City oil field accounts for part of this). June is still higher. Freight car loadings for the country at 11%.

It sales quotas high in the Oklahoma City market, and go after them with an adequate schedule in The Oklahoman and Times.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
 THE OKLAHOMA PUBLISHING COMPANY
 THE OKLAHOMA FARMER-STOCKMAN

Special Advertising Agency New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco



IN the decade the population of Detroit has increased to 1,564,397 or 57 per cent.



IN the same period the circulation of The Free Press has more than kept pace with this population growth. The week day issues of The Free Press have increased 60 per cent in circulation, and the Sunday issues 93 per cent.



BUT mere nose-enumeration of the people in a market is not always of prime consequence in the purchase of advertising to influence that market.

WHAT is of consequence is to know that advertising is being directed to persons in the market whose *ability to buy things is a known quantity.*



MORE than ever before the circulation of The Free Press is a *buying* circulation—a circulation that would still be of *vital consequence* even though its growth had been but half of the actual progress recorded since 1920.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Ho
H
ing
con
suit
lang
prec
deal
the
est
Carl
toile
of th
in P
At
been
crea
a ma
tentl
past
Inc.
Brisk
powd
the R
Mr. V
"Bris
Aft
tivati
time c
ing c
drug
began
appea
advert
appea
social
and h
group
desire
velope
packag
in a w
the dru
of each
Follo
the sha
membe
strictly
with E
cream
the cus
metal h
palm.
would r

"Why
ated Sep

For Men Only!

How the Mascu-line of Brisk and His Brothers Is Being Featured and Sold by Florian, Inc.

HOW fully a product for men can be merchandised by creating the product obviously for male consumption, by packaging it to suit male users, by advertising it in language and ideas men can appreciate, and, finally, by getting dealers to put it in that section of the store where men come in largest numbers—is the story of what Carl Weeks has done with Florian toilet goods for men since mention of the line's introduction was made in *PRINTERS' INK* last year.*

At that time distribution had been gained for Brisk, a shaving cream giving a "mint julep shave," a masculine appeal which consistently has been advertised for the past year and a half by Florian, Inc. Following the appearance of Brisk came Zest lotion, Smooth powder, Stip styptic and Trim for the hair. These completed what Mr. Weeks calls the mascu-line of "Brisk and his brothers."

After four to five months' cultivation of the trade, during which time distribution for the new shaving cream was obtained in 20,000 drug stores, national advertising began in May of last year. The appeal to men in Florian's monthly advertising has been the value of appearance both in business and in social activities. This idea of Brisk and his brothers being able, as a group of products, to aid in giving desired appearance has been so developed that a Florian Family package today sells the five items in a way to create a bulk sale for the druggist instead of single sales of each separate item.

Following initial acceptance of the shaving cream, to each added member of the family was given a strictly masculine dress in keeping with Brisk itself. This shaving cream container, instead of being the customary tube or jar, was a metal box shaped to fit a man's palm. With hinged cover that would not come off in a traveling

case, the container's masculinity was played up by the company saying that no man, no matter how great his hurry to catch a train, could ever snatch up a tube of his wife's face cream or tooth-paste in mistake for this shaving preparation.

A color scheme to appeal to men—red and black—was given to the package, and a zig-zag label was created to carry out the action of the product's name—Brisk. Further to show that here was something designed exclusively for men, a man's silhouette was placed below the cream's name. This container was placed in a cardboard box of similar design for display.

As the brothers came to join the family, the same color scheme, label design and general masculine appeal were put into each, so that no man could fail to identify any single item as belonging to the Florian family of which Brisk was the head.

Increasing the Unit of Sale

Realizing that anything which increases the unit of sale for the dealer is welcome, especially in drug stores, the company then assembled the family of products in a cardboard kit box whose small size—four by six inches—required very little space to produce a bulk sale of \$2.25.

To this counter display box were given all the masculine elements of the five products it was designed to hold. The red and black color scheme was maintained, the man's silhouette was changed to a full face portrait, and "Brisk and his brothers" was the description of the products printed on a tab as display card for the kit.

"Everything a man needs for his face," said the front of this box, and the five separate items were listed with the briefest of descriptions in language any man could appreciate. On the back, to serve as a guide for the dealer's sales talk or as silent salesman if the

*"Why Armand's New Line Is Operated Separately," July 11, 1929, page 68.



Druggists Are Being Urged to Display Brisk and His Brothers on the Cigar Counter—the Section of the Store That Is More Masculine Than Any Other—and Many Druggists Are Doing It

box were one of several on display and turned around to greet the prospect, was the following lively, masculine selling message about this male line:

Shake hands with the whole family. Here they are: Brisk . . . the boy that has made all other shaving creams and methods passe; Zest . . . the dashing youth that adds a touch of pep and personality; Smooth . . . the kid that gives your face the lift-up, the look of youth, and the velvety feel of a maiden's cheek; Stip . . . the lad that steps on it and stops it when you need it; Trim . . . the laddie buck that keeps your hair how, when, and where you want it. Price \$2.25.

So far, so good. Masculine dress had been given to products aimed at men customers; the advertising appeal—in newspaper space scheduled semi-weekly on sports pages read by men, as well as in consistent periodical schedules—was exclusively masculine; and the idea of buying the entire family to give "appearance" had been worked out to make it easy for men to purchase Brisk and all his brothers in a container which gave the dealer a large unit sale. But the masculine idea was carried even one merchandising step further.

To druggists it was pointed out

that there is one section of the store more masculine than any other. This is the cigar counter. As the company tells dealers, the majority of men entering a drug store go to the cigar counter. This, the company explains, has two angles.

First, because the majority of prospects reaching this counter are men and thus perfect prospects for the line, the Brisk and his brothers kit should be placed on the cigar case to make of this masculine section a complete men's toilet goods department.

Second, because the profit on cigarettes and cigars is small, such sales being largely accommodation sales, the placing of the Florian kit on this counter will make of small purchasers comparatively large buyers. Instead of a 15-cent sale, a \$2.25 purchase is made possible, thus bringing this cigar section's profits well up beyond the usual amount of a sale.

In spreading to the trade this plan of capitalizing the store's male section, Florian advertising offers seven kits along with the merchandising idea for cigar counters at the usual terms which allow a \$5.75 profit. This advertising ends with the appealing question: "Who

not!
feeli
with
call
warm
sedan
my fa
in yo
in th
gibes
geles
the p
with
featur
senato
Here's
sificat
stores
ture a
women
want,
and 48
their c

LOS
PUT Y

I Like My Eggs Fried Straight Up

Do I get 'em that way? I do not! I get 'em just as the madam chooses. If she's feeling good she poaches the things. If I've been out with the boys the night before, the formula seems to call for boiling about a minute and a half in luke-warm water. If I want a roadster and she wants a sedan we compromise and get a sedan. Am I boss in my family? Sure, Hector, I'm boss. Just like you are in your house. I guess we guys better admit our status in this woman's world and laugh off the cheerful gibes of the bachelors. ◎ ◎ ◎ Our modern Los Angeles girls-and-up read *The Examiner*. We do make the paper irresistible to the average female. Starting with Amos Parrish and his fashions we have a list of features as long as your arm and as imposing as a senator. The gents who sell products know this, too. Here's what Media Records says: Among other classifications *The Examiner* leads the field in clothing stores and toilet goods and beauty shops, local; furniture and household, footwear, toilet requisites and women's wear, national. ◎ ◎ ◎ If it's women you want, get 'em by the thousands in the 205,818 daily and 457,317 Sunday *Examiners* we serve them with their coffee and toast.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

ever heard of \$5.75 profits on seven sales over the cigar case?"

Going still one step further to make this masculine section merchandising idea even more desirable to druggists, the kit idea has been elaborated into a combination of new type Gillette razor, \$7 Rubberset brush, and Brisk and his brothers in a \$10 leather traveling case. How effectively the company is approaching dealers with this large unit sale idea, and how it is pointing out its possibilities for the Florian kit unit sale, is best given in Carl Weeks' own words because it shows how masculine is the Florian sales appeal not only to consumers but even to the trade:

"Suppose I walked into your store today to buy what used to be called 'a good nickel cigar' and you said something about me 'starting my shaving life all over.' Would you get me? You would. I can see you picking up that dazzling new razor and telling how you never take it apart except maybe once in two or three weeks and then only to put in a new blade. You'd make me feel the whiskers coming off before the razor touched them. Then you'd pick up that \$7 badger bristle brush and let me rub it across my hand. Right away I'd begin getting a sense of ownership.

"Then when you trotted out Brisk and his brothers and began talking about the rich, creamy coolness of a 'Brisk Mint-Julep shave' and that slick way of mixing Zest and Smooth so that it powders and stays on and doesn't show, and makes it unnecessary to shave twice a day—why by then I'd be in up to my neck. (Not a word about deep cut prices, not a 'cheep' about cheapness. Your whole attitude shows class and assumes as much on my part.)

"Then you flash that Hamley cowhide Kit box or a nice black seal one for less money, or both, so I may pick and choose. As an occasional traveller, I'd be sunk and say 'How much?' You'd have it all figured out in advance—like this: 1 Gillette, \$1.00; 1 brush, \$7.00; 1 Florian outfit, \$2.50; 1 kit box, \$10; total \$20.50. Then you'd say, 'That combination fig-

ured separately comes to \$20.50—we'll make it \$20.00 even.'

"Suppose I don't take the Kit box—you get my \$10.50. Even say I beg off both Kit and brush. Well, you've done something in changing a 5-cent cigar loss into a \$3.50 sale with a 43 per cent profit on the Florian \$2.50 of it. Do that a few times every day and your bulldog will begin breaking his chain."

Under this plan, Brisk and his brothers either make a family group sale of good size for themselves alone or sell for the druggist an expensive razor and travel case also. In either instance, by making a strong masculine appeal through five individual packages grouped as a unit in a male section of the store, they sell themselves as an entire family whose profit to the druggist is very high.

Backing this masculine counter display are such window display ideas as putting around a complete set of Brisk and his brothers such exclusively masculine items as a pair of boxing gloves, a pipe, dice, a football, or a lasso. "You will get more attention from this," Florian tells dealers, "than from any display you've used in a dog's age. At the same time you will put over the idea that the mascu-line is all stag. It's for he-men with no women welcome nohow."

Backing the promotion of such merchandising ideas to the trade, the company has created a four-page paper, "Brisk News," which, edited by Carl Weeks, appears every other month in a dealer publication. This is exclusively Florian, the trade-mark silhouette being carried at the top along with a box giving the business forecast as "Brisk and Zestful, with Smooth sailing for druggists with Trim stores." Cartoons and humorous interviews with wooden Indians and "prominent Fifth Avenue figures" (wax dummies) are interspersed among sales and display ideas suggested by dealers.

Again the line's masculine appeal is made in a way to show druggists that all merchandising behind this family of products, from national advertising to trade promotion, aims to talk to men in purely masculine terms.

\$20.50—

the Kit
Even say
sh. Well,
changing
\$3.50 sale
t on the
at a few
bulldog
chain."

and his
family
or them-
he drug-
and travel
ance, by
he appeal
packages
le section
nemselves
profit to

counter
display
complete
ners such
ms as a
pipe, dice,
You will
nis," Flo-
from any
log's age.
put over
ine is all
with no

of such
he trade,
a four-
" which,
appears
aler pub-
vely Flo-
quette be-
ing with a
precast as
Smooth
with Trim
humorous
Indians
venue fig-
re inter-
display
line ap-
to show
handising
products,
to trade
o men in

Few, if any, other 10-cent
Sunday newspapers have
attained a coverage of

19 out of 20 city families!

The Examiner reaches
that overwhelming pro-
portion of San Francisco
homes every Sunday. It
bespeaks, eloquently, a
remarkable public ac-
ceptance; indicates a rich
opportunity for adver-
tisers in this golden, year-
round market.

San Francisco EXAMINER



Iowa Corn Grew Two Inches the Other Night!

We know because one of our reporters stayed up all night and measured the plant with a yardstick.

The outlook for a good corn crop in Iowa was never better!

The Des Moines Reg

Business is O. K. in Iowa

Roads . . .

The Iowa Highway Commission announced plans to build 1,000 miles of concrete paving this year. Up to date the commission has let contracts for 1,012 miles and now proposes to increase the program to approximately 1,050 miles. Paving construction is providing 6 months work for 30,000 men!

Employment . . .

Census enumerators in Iowa found 99.1% of the workers employed. Less than 1% out of a job. There is no unemployment problem here.

Community Chest . . .

The local community chest reports collections from 18,000 subscribers 2% better than last year.

Department Store Sales . . .

Sales of Des Moines' largest department store for a recent Capacity Day event were 29% larger than for the same sale day in 1929.

Gasoline Sales . . .

Sales of gasoline in Iowa as indicated by the gasoline tax show an increase of 35,000,000 gallons or 20% for the past six months.

Retail Advertising . . .

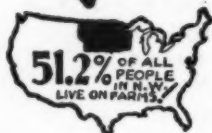
Retail stores in Des Moines used 15% more advertising in The Des Moines Register and Tribune in June than for the same month last year.

nes Register and Tribune

Over 240,000 Daily Circulation

A Two-can Paint Market

here



Farmers everywhere buy two or more cans of paint to the city man's one. They must paint their farm buildings as well as their houses.

This "extra can" market is especially good in Northwestern Agropolis, where farmers make up 51.2 per cent of the total population. This big *all-home* district is the biggest market in the territory

Nearly half a million homes. The cream of these farm homes is reached every week with the paper that is read by more people in the territory (275,000) than any other publication of any kind.

THE FARMER
Farm Stock & Home

SAINT PAUL, MINNESOTA

New York Office: Wallace C. Richardson, Inc., 250 Park Avenue
Chicago Office: Standard Farm Papers, Inc., Daily News Bldg.

Member Standard Farm Paper Unit

What an Automobile Salesman Thinks of Automobile Advertising

Cadillac's Star Salesman Knows It Helps Him Sell Cars

By Don Gridley

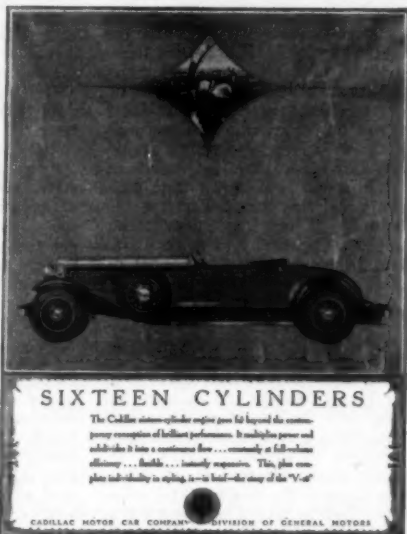
WHAT does a good automobile salesman think of automobile advertising? The best way to answer that question, obviously, is to ask the salesman. Therefore, recently when I learned that Philip F. Moore, of Allen Bros., Inc., Greenwich, Conn., distributor for Cadillac and La Salle, was leading all Cadillac salesmen in the country, it occurred to me that Mr. Moore was the man to answer the question.

"Automobile advertising is a big help to the salesmen," Mr. Moore said. "I know because I've seen it work. Here recently the company ran an advertisement for the V-16 phaeton. Maybe you remember it. It was one of those with the silver background and you couldn't miss it. Well, I've had customers tell me about that advertisement and ask to see the car that was in the picture. Yes, people read the advertising and look for it.

"One of my best customers has been buying from me for ten years. He was a hard man to get to in the first place, but once we reached him we were able to keep him sold. Recently a competitor got to him. 'Mr. Smith,' said the competitor, 'you know we've got a fine car. You've seen it on the road and you've read our advertising.'

"But I haven't," answered Mr. Smith. "The only automobile advertising I read is the Cadillac advertising. I've been reading it now for ten years."

"I've had a lot of people talk to



The V-16 Advertising Doesn't Use Many Words But It Puts the Car Against Just the Right Kind of Background, Says Star Cadillac Salesman Moore

me about advertising selling new cars. It does. But so many people overlook the biggest job that advertising does, the job of keeping customers sold. Mr. Smith isn't an unusual case. Most of our customers read Cadillac advertising as closely as we do—and that is bound to help the salesman in his job. When the company brings out a new model or features a particularly good model in its advertising our customers are interested right away. They call us up and ask us about the models advertised. If we can't follow such calls with sales that's our fault, not the fault of the advertising."

"Automobile advertising," I said,

"has been criticized a lot because it's too indefinite. They say you can stick the Packard name on a Cadillac advertisement or vice versa and it won't make any difference. How about it?"

"They're wrong," replied Mr. Moore. "Perhaps Cadillac advertising doesn't get down to minor specifications and doesn't splash price all over the page. But the kind of advertising that did those things wouldn't help us sell many cars, not in Greenwich, anyway. The kind of people who buy from us are interested in just the things that our advertising talks about. Probably less than one-third of our business is done on time payments and this means that the big majority of our customers aren't interested primarily in price. Price advertising wouldn't do us a lot of good."

"There's another thing. Twenty years ago people seemed to be interested a lot in mechanical specifications and performance. In those days you had to take them for long drives in the country, up steep hills and over rough roads. There was a regular demonstration technique to follow. Today if we give a demonstration at all it's a ride around the block. The other day I had to take a prospect for a fifty-mile demonstration and it was the first time in a great many months that I've had to do anything of the kind."

"People take performance for granted. What's under the hood is the chauffeur's job. Now and then we run into a man who is a nut on mechanics, but most of our customers are buying luxurious transportation that is styled. They take reliability for granted and spend most of their time studying the body and its style."

"Do you think advertising has had anything to do with that?" I asked him.

"Certainly," he answered. "It's done quite a job in educating people to expect exceptional performance from a Cadillac. Of course, the car itself has been the big factor. We don't have to talk performance to the man who has owned Cadillacs for several years. But advertising has helped a lot."

"What advertisements have you liked best?"

"That's a hard one to answer. Of course there was that one about the penalty of leadership. That was a knockout. Right now I think I like our present V-16 advertising best. It doesn't use many words but it certainly puts the car against just the right kind of background. As I said, when it comes to the actual selling that's the salesman's job. What we expect from the advertising is something that will build—" He hesitated.

"Prestige," I suggested.

"Yes, I suppose that's the word. After all a look at the V-16 and perhaps a little ride do the selling job. It's the advertising's job to get the prospect interested enough to give us the chance to show him the car. Right now Cadillac advertising is doing that."

"Have you any criticisms of the advertising?" I asked.

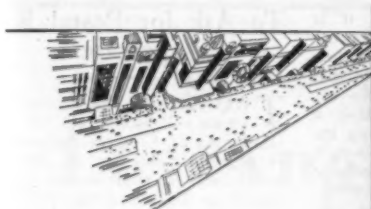
"Not of the advertising. About the only criticism I have is of a minor matter. One of our customers somehow got on the company's mailing list four times. Every time a book or a folder was sent out he got four. One day he said to me, 'If you can afford to send out so many mailing pieces maybe you could cut the price of the car.' Of course, he wasn't really serious, but a thing like that does stick in a customer's mind sometimes."

"We are pretty careful about our own lists. We try not to waste material on people who aren't possible prospects. Also we keep going over our lists pretty carefully. Direct-mail advertising does such a good job that it is a shame to waste it on people who aren't prospects."

"How about sales contests?" I asked him. "You are leading the country. I suppose you watch pretty closely to see how far ahead of the field you are."

He laughed.

"Oh, I watch it, but after all, what does it matter? I've got a job to do in Greenwich and what's being done in Philadelphia or Chicago doesn't interest me much. Part of a salesman's success is



"Do the movies help sell goods?"

by Regina Crewe

Motion Picture Editor, New York American

I was pleased when the editor gave me this advertising assignment; for I have often wondered whether or not advertisers are conscious of the subtle, though powerful, influence motion pictures and movie criticism have on the selling of goods. Although I am in no way controlled by the advertising department of the American, I sometimes feel that indirectly I am in league with American advertisers. In my reviews, I try to guide my readers to the best pictures; in my intimate talks on stars, I tell how they live and what they have and do. In both cases, I think I create desire for better things. In the movies, people usually see life depicted at its best. Women become aware of the latest styles. Their taste in everything from dresses to home accessories is influenced. And, in reading about the private lives of stars, readers grow to want, like picture folk, to have and do the wonderful things of life. If I do say so myself, I think advertisers should find greater value in a paper whose critics have a large following.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

luck. The bigger part of it is keeping right after the good prospects and never overlooking a bet. What some fellow does out in San Francisco isn't going to help my luck nor is it going to have a great deal to do with prodding me on. My income depends on how many cars I sell. The only contest I have to watch is that little contest between me and my bank balance."

"Do you think the company could spend too much for advertising?" I asked.

"No, I don't. I know that the advertising brochures that have done the best job for me have been the ones that showed that the company wasn't sparing any expense to tell the real story. Several years ago they got out a book on color combinations. It cost a lot but it helped sell cars. They might have saved a few dollars on that book, but I think those dollars would have come out of our salesmen's commissions in the long run. The present advertising might get along without the silver background. It wouldn't be so good, though, at least not for a product like Cadillac."

"Ours may be a peculiar territory—right in one of the richest towns in the United States. I can't judge for the rest of the country, but in Greenwich advertising is doing a big job for the Cadillac salesman."

Automotive Engineers Appoint

J. A. C. Warner

John A. C. Warner has been appointed secretary and general manager of the Society of Automotive Engineers, New York. He succeeds the late Coker F. Clarkson, the only previous incumbent, who held it for twenty years. Mr. Warner was formerly with the Society of Automotive Engineers to which he now returns from the Studebaker Corporation of America, with which he has been associated since 1926.

The Society has also created the office of assistant general manager, to be filled by C. B. Veal. He has been research manager.

Join Buffalo "Times"

Eber H. Johnson, formerly with the Oklahoma City *Oklahoma News*, has been made classified manager of the Buffalo, N. Y., *Times*. John D. Denison, also formerly with the *Oklahoma News*, has been made national advertising manager of the Buffalo *Times*.

To Ask for Postal Rate Increase

TWO and one half cents per ounce will be the rate for first-class mail if Congress adopts the recommendation for an increase which will be made in the annual report to be submitted by Postmaster General Brown. In recent speeches he has intimated that consideration was being given to making such a recommendation but decision was held in abeyance pending completion of a study being conducted by the Post Office Department.

The report of the Department, according to Assistant Postmaster General Tilton, who has charge of financial affairs, will show a deficit of about \$60,000,000, an increase of \$10,000,000 over last year. Mr. Brown is of the opinion that the Department should be self-supporting. He has stated that the present postage rate on first-class mail is too low, taking into consideration the value of this service to postal patrons. Other classes of mail have had their rates increased while the present first-class rate, except for emergency rates during the war, has been unchanged for forty-five years.

Mr. Brown states that he will address his appeal to Congress in December.

Should a two and one-half cent rate be put into effect, it is interesting to contemplate whether this would influence the coinage of a two and one-half cent piece. Such a new coin would help to bring the half-cent into its own and undoubtedly would be capitalized in the merchandising of goods whose prices permit a shaving off of the profit margin.

P. L. Caldwell, Vice-President, Robertson Paper Box

P. L. Caldwell, formerly general sales manager of the Robertson Paper Box Company, Inc., Montville, Conn., has been elected vice-president. He will remain in charge of sales, assisted by Edward J. Bonville, formerly assistant sales manager, who has been made sales manager. Other officers elected are: Ralph A. Powers, president, and Robert L. Page, secretary and treasurer.

ts per
ts first-
ts the
crease
annual
Post-
recent
l that
ven to
on but
eyance
dy be-
Office

rtment,
master
rge of
deficit
increase
r. Mr.
at the
upport-
e pres-
ss mail
sidera-
vice to
ises of
creased
s rate,
during
ged for

he will
ress in

lf cent
s inter-
er this
e of a
e. Such
o bring
and un-
lized in
whose
of the

esident,
ox

eral sales
per Box
nn., has
will re-
sisted by
assistant
ade sales
ted are:
d Robert
er.

High-Lights on Los Angeles America's Wonder City!

Again the fastest-growing large city in the world's history!
Surrounded with the fastest-growing suburbs of any Amer-
ican city!

Population of Los Angeles' retail zone (area served with
local trolley lines) now approximately 50% of the State's
total population!

Largest port on the Pacific Coast, ranking first in the
United States in inter-coastal commerce and second in
United States in total ocean-borne commerce!

Center of World's richest agricultural county!

Largest manufacturing point west of Mississippi River!

One of the world's greatest oil and mineral centers!

America's largest packer of sea food!

World-capital of the great motion picture industry!

Home of the Los Angeles Times—the great morning news-
paper of the Pacific Coast!

The Los Angeles Times is built to order to
fit the Los Angeles market. Its features are
locally produced to suit local tastes, customs,
industries, sports, and mode of life. It ex-
ceeds all Pacific Coast newspapers in morning
circulation, in number of homes to which de-
livered, in volume of news and editorial mat-
ter, and in quantity of advertising.

Los Angeles Times

*Eastern Representative: Williams, Lawrence & Cramer Co., 360 N. Michigan Blvd.,
Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell
Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.*

Speaking of Business

WHERE the department stores find no room for complaint, there can't be much wrong with a city's business conditions.

On the opposite page is reprinted an advertisement which appeared recently in The Sunpapers. Just another bit of evidence that Baltimore is enjoying above-average business activity.

Because of the diversity of its industries, because of the essential nature of its products, Baltimore goes the even tenor of its way, during "good times" and "bad times," growing steadily, experiencing no booms, feeling depressions only slightly.

And The Sunpapers are growing steadily with Baltimore, as the latest circulation figures show:

THE SUNPAPERS in June

Daily (M & E) 302,725

8,289 Gain over June, 1929

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD, INC.
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN, INC.
300 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

Business Baltimore---

Hochschild, Kohn & Co.

Present

An Interesting Sidelight on the Unemployment Situation

At the time these words are being written, our records show that we are employing a greater number of people than we did a year ago. We are employing more people because we need them—we shall employ still more as the necessity arises.

We do not ask our employees to take vacations without pay—in fact, we discourage requests for extensions of vacations beyond the pay period. In some of our workrooms, where the work is seasonal, the employees definitely expect a summer lay-off—but this is a condition which has remained unchanged for a number of years.

Notwithstanding the so-called business lull, this store is growing steadily and healthily—serving more people, delivering more packages and doing a greater volume of business each year.

Present these facts, not in a spirit of vainglory, but because we want our patrons—the authors of our past and continuing success—to be right to know that this store is doing its part toward the solution of the employment situation in Baltimore.

Markus Kohn

A Department Store
Ad Reprinted from
THE SUNPAPERS

500,000

AGRICULTURAL CIRCULATION

\$1²⁵

AN AGATE LINE

An unbelievable bargain in farm paper advertising is offered by The Weekly Kansas City Star—more than 500,000 paid-in-advance circulation at \$1.25 a line—with discounts of 20% for pages and half pages and 10% for quarter pages.

LOWEST agricultural advertising rate in America.

The Weekly Kansas City Star.

**Largest Weekly Rural Route Circulation
in America**

Off

IN
g
how
—a
ter:
adve
ber
tions
adve
not
is th
to a
aire.

In
other
comp
busin
In N
where
ing p
kets,
their
prosp
of m
class
servic
narily
some
devised
the "i
service
broadl
investm

There
ever,
prospe
wealth-
those o
& Tru
Hanove
In New
"banker
banks
for the
mortals
have m
consciou
has foll
icy, seek
business.
As de
compara
service t
Hanover

How a Bank Approaches a Millionaire

Offering Its Trust Service to Wealthy Prospects, the Central Hanover Draws Morals from Authentic Examples

INVOLVED in the general question of how to sell trust service—a question that is interesting many financial advisers—are a number of pertinent questions of interest to all advisers. Of these, not the least interesting is the question of how to approach a millionaire.

In New York, as in other cities, the banks' competition for trust business is highly keen. In New York, as elsewhere, the banks, seeking patrons in new markets, have diversified their services. To reach prospective customers of moderate means—a class to whom trust service has not ordinarily been offered—some of the banks have devised what is called the "uniform" trust, a service that rather broadly parallels the investment trust.

There always is to be sold, however, the form of trust whose prospects are men and women of wealth—customers, in general, like those of the Central Hanover Bank & Trust Company. The Central Hanover is geared to big business. In New York, it is known as a "bankers' bank." While other banks have vied with each other for the trust business of ordinary mortals—and, with advertising, have made the thousands trust-conscious—the Central Hanover has followed its own lines of policy, seeking its own kind of trust business.

As do its competitors, which, comparatively speaking, offer trust service to the masses, the Central Hanover uses the financial papers

ECONOMIES OF A CENTRAL HANOVER PLAN

CENTRAL HANOVER
BANK AND TRUST COMPANY
NEW YORK

CONFIDENTIAL

THE FOLLOWING information is furnished by

NAME (Please Print) _____

Address _____

for use in the preparation of a Central Hanover Plan, without obligation on his part.

Personal Effects \$ _____ Other Securities \$ _____

Business Income \$ _____ Life Insurance \$ _____

Real Estate \$ _____ Total Value of Estate \$ _____

Notes: _____

Legal Residence _____

Age _____ Children (name and age) _____

Married or Single, if married give up of wife _____

Present disposition of property. Please summarize briefly. If you have no will give up the will. _____

A Coupon for Millionaires—This Page Appears in the Back of the Central Hanover Trust Booklet and Is Intended for Millionaires

and the newspapers to reap inquiries and contacts; and from these returns are compiled the call lists for the trust department's solicitors. Obviously, the business of solicitation is a job that demands tact and finesse. It is a task that requires of the solicitor, also, a close and accurate knowledge of the prospect's affairs—the closer and the more accurate, the better.

Perhaps the prospect evinces an interest. He generally does. Rather often, however, he asks for more time. He'd like to think the matter over—and perhaps talk with his attorney.

For such a prospect, the Hanover has devised a booklet that is, in effect, an approach-on-paper.

Ahead of the booklet goes a letter, telling the prospect that the

book will reach him in a day or so. It will interest him, so the letter says, because it will deal with wastage in estates.

The booklet itself is distinctive; for its simplicity is of the kind that results from a combination of unobtrusively expensive materials with a high grade of good taste. The text matter is simple, direct, and, for the ground it covers, unusually brief. It presents ten ways—one way to a page—in which the bank's trust plan cuts estate costs. The foreword, signed by the Hanover's president, George W. Davison, introduces the subject thus:

Central Hanover has made an analysis from Government records of the shrinkage of 32,668 estates during settlement. This analysis shows an average difference of 18.48 per cent between the gross and net values.

Much of this shrinkage, or rather, wastage, can be traced to faulty planning, poor investment, bad advice. Much of it might be avoided through the adoption of a Central Hanover Plan.

A Central Hanover Plan is a method of co-ordinating the various elements of an estate in such a way that wastage will be minimized. Suggestions resulting from our experience during many years in the administration of thousands of estates are adapted to the facts of the individual case.

The results of this experience are available to you for your consideration, and for the consideration of your attorney, who must ultimately pass upon the plan and reduce it to legal form.

The purpose of this booklet is to present ten major ways of increasing the net value of an estate. These are among the many methods of reducing estate shrinkage utilized whenever possible under a Central Hanover Plan.

The cases are hypothetical, although based on actual experience.

The "cases" themselves are scaled, financially, to the interest of men whose annals of personal affairs run into seven digits; and still the presentation is simple and straightforward. Thus, example No. 1, illustrating that "a Central Hanover Plan cuts costs by co-ordinating an estate for personal distribution," is presented as follows:

Mr. Jones owns property in several States. He carries \$250,000 in insurance, payable to his estate. He gives Mrs. Jones \$30,000 yearly. In a discussion with his attorney con-

cerning a Central Hanover Plan for his estate, a specific reorganization of his holdings was suggested; the immediate creation of a trust for Mrs. Jones (with investment control retained by him); the establishment of a life insurance trust, and the establishment of trusts under his will for his heirs.

Through this plan, Mr. Jones figures, \$119,000 has been added to the net value of his estate.

The copy proceeds:

The transfer of your property from one generation to the next will cost money. . . . With Central Hanover's experience at your disposal, you may arrange your holdings and plan with your attorney so that at least half the average loss may be saved for your heirs. . . . To the man worth \$1,000,000, this means a saving of \$50,000 or more. To the man worth \$500,000, it means a saving of \$25,000 or more in the amount his heirs will receive.

Example No. 2, illustrating that "a Central Hanover Plan cuts costs by avoiding unnecessary transfer expense," is set forth as follows:

Until Mr. Robinson saw a Central Hanover Plan for his estate, he did not fully realize the desirability of trust provisions in his will. Without these, according to his attorney, his estate of \$1,200,000 was subject to two sets of transfer expenses before his children would receive their shares. These transfer expenses included taxes, executor's fees, legal expenses and all the dangers incident to the forced sale of assets. By avoiding the second set of transfer expenses, Mr. Robinson's heirs will receive \$90,000 more than before.

Thus with the eight other examples—a complicated subject, simply explained, and then "moralized" by the presentation of simple selling points.

Incidentally, in view of the current relationship between the trust companies and the legal profession—a relationship in which the lawyers view with more or less alarm the banks' "usurpation" of the place of legal counsel to wealthy persons—it is interesting to observe the copy's careful respect of the prospect's attorney. Thus the foreword specifically outlines the bank's policy of relationship: "The results of this experience are available to you for your consideration, and for the consideration of your attorney, who must ultimately pass upon the plan and reduce it to le-

Plan for
organization
tested; the
trust for
control
establishment
and the
his will

Jones fig-
added to

property
next will
Central
dispo-
holdings
so that
loss may
To
00, this
or more.
it means
re in the
ve.

ating that
cuts costs
transfer
ollows:

a Central
e, he did
ability of
With
attorney,
s subject
ences be-
ive their
ences in-
es, legal
ers inci-
f assets.
of trans-
n's heirs
than be-

er exam-
ect, sim-
"moral-
of simple

the cur-
the trust
profession
the law-
ess alarm
of the
wealthy
g to ob-
respect of
Thus the
lines the
ship: "The
are avail-
sideration,
of your
ately pass
e it to le-

Reach the Purchasing Agent in Seattle Homes ... Through the Post-Intelligencer

DURING the recent Knight Market Study of Seattle, facts were obtained through direct inter-
view with the women heads of Seattle families. ◎ ◎ ◎ Their own personal testimony disclosed
that: *Over 75 per cent of the Post-Intelligencer's circulation is delivered regularly into their
homes daily directly to their conscious attention.* ◎ ◎ ◎ They read it; absorb it. The balance goes
to the unattached element ... young business men and women not living in family groups, and
transients ... yet all consumers in the Post-Intelligencer market.
500,000 market facts on Seattle are at your service through any of the following Post-Intelligencer
national representatives:

W. W. Chew, 285 Madison Avenue, New York City.

J. D. Galbraith, 612 Hearst Building, Chicago.

A. R. Bartlett, 3-129 General Motors Building, Detroit.

Slayton P. La Due, 625 Hearst Building, San Francisco.

SEATTLE

POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

gal form." Throughout the text, the attorney is mentioned frequently, and always as the well-trusted advisor.

Even a millionaire, it seems, can be persuaded, by mail, to make an appointment for a call; for the booklet is accompanied by an appointment card. Furthermore, he can be persuaded to volunteer rather personal information. The next-to-last page in the booklet explains "how to secure a Central Hanover Plan for your own estate." Thus: "Jot down the details of your present estate arrangement on the ruled sheet on the opposite page. Fill out and mail the enclosed appointment card. An experienced trust man will get in touch with you. . . . If you prefer to call directly, our trust officers are always available for consultation with you and your attorney."

The opposing page, which is detachable, is headed "Confidential." The information that the prospect is invited to "jot down" and mail to the bank includes the aggregate of the prospect's personal effects, business interests, real estate, securities, life insurance. Also he is asked his age, his wife's age, his children's names and ages, and, in general, the present disposition of his wealth.

Death of O. S. Hershman

Oliver S. Hershman, formerly owner of the *Pittsburgh Press* and, at one time, owner of the *Pittsburgh Chronicle-Telegraph*, died at that city last week. He was seventy-one years old. He started his career in the employ of the *Pittsburgh Telegraph*, gradually acquiring a controlling interest in that paper and later combining it with the *Pittsburgh Chronicle*. He published the *Chronicle-Telegraph* until 1900, when he purchased the *Press*, which he sold in 1923 to the Scripps-Howard interests.

Boston Bank Appoints Blackman

The National Shawmut Bank of Boston has appointed The Blackman Company, New York advertising agency, to direct its advertising account.

Joins Seattle Agency

Whitney A. Curtis has joined the Held Advertising Agency, Seattle. He was formerly assistant advertising manager of the Bon Marche, of that city.

A. van Der Zee to Direct Dodge Sales

A. van Der Zee has been appointed general sales manager of the Dodge Brothers Corporation, Detroit. W. M. Purves has been made passenger car sales manager; W. S. Graves, truck sales manager, and A. H. Ferrandou, bus and motor coach sales manager.

Sales operations by districts have been divided among the following three directors of sales: W. J. Case, Detroit, St. Louis, Memphis, Kansas City, Oklahoma City, and San Francisco; F. H. Akers, Boston, New York, Philadelphia, Pittsburgh, Washington, Charlotte, Columbus and Atlanta, and D. T. Stanton, Chicago, Indianapolis, Louisville, Des Moines, Omaha, Denver, Minneapolis and Portland.

Assistant truck sales managers are W. F. Clancy, in charge of the Eastern division, and K. A. Ridenour, in charge of the Western division. F. W. Sim is director of advertising. H. J. New will continue as director of distribution and W. R. Bamford as general service manager.

Appoints Emil Brisacher and Staff

The Hill Food Products Company, Los Angeles, manufacturer of mayonnaise and oleomargarine, has appointed the Los Angeles office of Emil Brisacher and Staff to direct its advertising account. Newspaper and radio advertising are being used.

Rexford Bellamy with Vanderhoof

Rexford Bellamy, formerly vice-president of the Bellamy-Neff Company, Chicago advertising agency, has joined the staff of Vanderhoof & Company, advertising agency of that city.

Paterson, N. J., "Press-Guardian" Suspend

The Paterson, N. J., *Press-Guardian* has suspended publication. Suspension followed appointment of receivers on the application of the New York *Staat-Zeitung*, published by the Ridder Brothers.

Has Pyrene Account

The Pyrene Manufacturing Company, Newark, N. J., has placed its advertising account with James Langdon Taylor, advertising, with offices at 232 Madison Ave., New York. Direct mail and a list of about fifty business papers will be used.

Henry Weinberger Leaves Columbia Broadcasting

Henry Weinberger has resigned as vice-president of the Columbia Broadcasting System, New York.

irect

ppointed
Dodge
W. M.
nger car
truck
dou, bus

ave been
three di-
Detroit,
y, Okla-
; F. H.
adelphia,
otte, Co-
Stanton,
lle, Des
neapolis

gers are
Eastern
n charge
/ Sim is
New will
ution and
vice man-

er and

Company,
f mayon-
appointed
Brisacher
tising ac-
advertis-

with

vice-pre-
pany, Chi-
as joined
pany, ad

ress-
ds

s-Guardian
Suspension
ers on the
rk Staats-
r Brothers.

ant

Company,
advertising
on Taylor.
232 Mad-
t mail and
papers will

Leaves

sting
esigned
bia Broad



..... Greater Cleveland families said: "EVENING"

The Knight investigation of Greater Cleveland conclusively proves that readers prefer evening newspapers.

Their answers to Knight investigators show 80.64 percent preferred evening papers for advertising information; 78.99 percent for news and editorial content.

This certified preference of consumers for evening newspapers has been accepted by retailers whose cash registers have told them it is so.

For when three great disinterested and nationally recognized organizations like Media Records Inc., Emerson B. Knight Inc., and the Audit Bureau of Circulations establish the fact that Cleveland is a two-paper, evening paper market is there any room for doubt in any advertiser's mind?

THE CLEVELAND NEWS

GEO. A. McDEVITT CO., *National Representatives*

in Boston...

BOSTON has no daily circulation figures worthy the name. All papers sold downtown count as Corporate Boston circulation, although thousands of them are destined for the suburbs. "En route" readers, morning and evening, make it impossible to tell where each paper goes. Clearly, a comparison of daily circulation figures will not show which Boston paper can rightfully claim the distinction of "home paper."

Sunday is the only day to tell which paper is read in the home, for on Sunday all papers are sold in the readers' neighborhood and all reading is done at home.

Three papers carry the bulk of advertising in Boston, and each has a Sunday edition.

One loses 18% of its daily circulation in the Boston Trading Area. Another loses 58%.

Obviously these are *not* home papers, for on the day people read at home they lose circulation, which no other paper picks up!

The Boston Globe retains on Sunday in the Trading Area the same circulation it has daily. *It holds its readers seven days a week.*

No need to detail the editorial features that have built home strength for the Globe. Rather examine the advertising results of this strength—nowhere better illustrated than in the preference of Boston's department stores. *These stores use more space in the Globe, daily as well as Sunday, than in any other paper.*

Write for more detailed information about Boston—the 4th Market. Ask for the free booklet, "Reaching Buying Power in the Boston Market."

THE BOSTON GLOBE

*which paper
is the Home Paper daily?*



Sunday tells the story





YOU can tell the age of a tree by counting the circles or rings. Every year's age adds a new ring and every new ring adds to the strength of the tree.

The Cincinnati Times-Star is now 91 years old, and has a reading circle of 163,000.

Its tremendous strength for selling the Cincinnati market is built on constant growth . . . adding year after year a new circle of readers—entrenching itself deeper in the mental life of Cincinnati's people—and wielding an ever-increasing influence on public opinion and buying habits. (Twenty-two years of lineage leadership.)

The Times-Star alone yields maximum returns on your investment in Cincinnati sales.

THE CINCINNATI TIMES-STAR

"THE KEY  TO THE CITY"

Eastern Representative:

MARTIN L. MARSH

60 E. 42nd St.

New York City, N. Y.



Western Representative:

KELLOGG M. PATTERSON

333 North Michigan Ave.

Chicago, Illinois

Bar
E
char
big
phot
fact
He
ture
nuity
has
sellin
dise,
liver
the
many
many
WH
the v
phone
effect
four
seven
ber el
pieces,
eight
didn't
our m
them.
you ma
liver t
them,
bigger
do."
Many
fusing
any sto
number
made fr
some of
for whic
Thing
tribution
making.
fuses to
decent l
depressio
treated a
future w
facturers
lets so th
duce acc
Now, t
demand
Old Mot
dise mana

But When She Got There—

Bare Shelves, Insufficient Stock, Merchandise Murderers, Do Their Full Share to Hold Back Business

By Roy Dickinson

EVERY night at six o'clock the merchandise manager of a big department store phones to the head of a factory 200 miles away. He tells the manufacturer, who by his ingenuity and artistic ability has developed a fine selling line of merchandise, to have at the delivery door by seven the next morning so many of this item, so many of that.

While he doesn't use the words over the phone, he is saying in effect: "Today we sold four of your number sevens, six sets of number eleven, five separate pieces, numbers four, eight and ten and we didn't tie up a cent of our money in any of them. You created them, you made them, you deliver them, you finance them, we get a much bigger profit than you do."

Many a department store, by refusing to carry adequate stocks, or any stock at all in an increasing number of cases where sales are made from samples, is forgetting some of the functions of a retailer for which he is entitled to a profit.

Things are moving fast in distribution. Great changes are in the making. Many a retailer, who refuses to give the manufacturer a decent break during the present depression, is going to feel badly treated at some better date in the future when big groups of manufacturers open their own retail outlets so that they can sell and produce according to visible demand.

Now, they are having consumer demand translated for them by Old Mother Hubbard merchandisers who keep shelves as



McLoughlin Brothers, Inc.

Old Mother Hubbard Went to the Cupboard

bare as a Scandals show girl.

On the last Saturday in June, I was told in a large New York department store, after the clerk had showed me some sickly specimens, that it was too late in the season for linen knickers. Since writing previous articles on this subject,* I have received a number of letters and phone calls from consumers—all anxious to tell incidents of inability to buy merchandise because of insufficient stock at retail counters.

No flower boxes for summer cottages, long searches to find the right bathing suit, a wait of three weeks to get one gasoline lamp for summer camp, salesmen with tales

*"Picayune Purchasing—Bone-Headed Buying," June 19; "Old Mother Hubbard Merchandising," July 3.

of orders cut down to ridiculous size by merchandise managers.

All incidents symptomatic of a fear on the part of men who should at least be trying and using the old ingenuity of which they have so long been proud to do business in a falling commodity market by faster turnover of wanted merchandise. Manufacturers in all lines are being held up in their plans by bone-headed buying.

The head of a big furniture company writes me:

"In the furniture business today, we are meeting the exact conditions described by you. Recent inquiries, searching for a break in the business depression, revealed that many dealers do not have sufficient stocks but nevertheless refuse to buy. The reasons given are:

Expecting lower prices or dumping of distress merchandise.

Installment payments coming in slowly—have no money to buy new goods.

Fear repossessions (return of goods) when instalments can't be collected will overstock them.

Fear lack of purchasing power, due to unemployment, bad times, etc.

Practicing modern inventory control methods not suited to their needs or not correctly understood.

"Many dealers are not showing sufficient varieties. As a consequence, their displays are uninteresting. The furniture business is a style business and people want to see many designs from which they may select. Also they have various size pocketbooks and different tastes and needs. A restricted display, therefore, misses many sales opportunities."

Another manufacturer writes to say that until he investigated he thought his salesmen had forgotten how to sell. Then, by investigating his men's reports more carefully and going out on the road himself, he discovered that merchandise managers have been cutting down orders given by buyers who know that their stocks are low.

"Some of the ones I met," he says, "ought to be called merchandise murderers. Their stocks are so foolishly low that they are losing profitable business and losing it for us, too."

Again the sales manager of an important New England concern has this to say about the merchandise manager and his place on the economic map:

"I am especially interested in what Mr. Dickinson has to say about the merchandise manager. This is a subject worthy of separate treatment.

"We have met all the experiences described and more. We have spent much time working up a salable proposition, satisfactory to the buyer, only to have the merchandise manager, without consideration of the merit of our offer, block the placing of the order.

"I am not qualified to judge the value of the merchandise manager to his store, but I wonder if he will not eventually raise the cost of the goods purchased.

Harder to Sell Big Stores

"What I mean is—the big store, such as has a merchandise manager, has always received the best discounts or prices, it being assumed they earned this advantage because of saving in selling and drawing them. Now, with smaller buying and delayed and drawn-out negotiations, it often costs more to get this business than that of the average dealer."

The vice-president of a big Boston manufacturing concern, selling a nationally advertised household appliance, hits the nail squarely on the head when he describes how orders by wire, depending on the manufacturer's warehouse for every order, and all the other ridiculous and unfair methods of picayune purchasing are bothering manufacturers. He says:

"Your articles, while startling, are not an exaggeration. The conditions that you describe exist in some of the best department stores in Boston. The idea of inventory control has been carried to such an extreme that many departments in the stores are without merchandise that consumers wish to buy. This is my observation as an occasional purchaser in department stores.

"As a sales executive, I see the same picture from the other side. Our salesmen repeatedly call on

A ONE NEWSPAPER MARKET



PHOENIX is one of America's best automotive markets—and it can be cultivated at an unusually low advertising investment. One medium—The Arizona Republican—supplies the "highway" along which can be adequately displayed your sales development program.

In the city and suburban territory—where 64%* of all families own automobiles—88% of the Phoenix newspaper reading families receive regularly The Republican.

During the next twelve months the market dominated by The Arizona Republican will produce automobile sales amounting to \$8,500,000.

Important, too, your cost of advertising will be the lowest possible by concentrating effort in

•THE• ARIZONA REPUBLICAN P H O E N I X

Williams, Lawrence &
Cresmer Co.

New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

K-TAR
INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle... 603 Stewart St.
Portland... 69 Broadway

*From the recent study by Emerson B. Knight, Inc.

dealers who are selling our merchandise in fair quantities. Our salesmen and the buyer will be in perfect agreement as to what is needed to give the department a working stock but no order can be placed in the majority of the stores, without the approval of the merchandise manager. And the merchandise manager invariably reduces the order to one-half, one-third or one-quarter of what the buyer knows he needs.

"We had a telegram recently from one of our dealers, ordering two articles by express and two of the same articles by freight. I have no doubt that he had sold the two that he was ordering by express and his customers were waiting for them and yet he was ordering only two more by freight to replenish his stock and just at the very height of the season.

"With the volume of business somewhat below that of last year, our order clerks and billing clerks in the main office and in our branch offices are having more work to do than they did last year, simply because the orders are smaller. More merchandise is ordered by wire.

"One of our division managers told me of a dealer in the South who uses a considerable quantity of our products and 75 per cent of his purchases are ordered by wire. He is depending on our local warehouse to supply him with merchandise as he sells it and this sort of buying is ridiculous and it is expensive. It costs the dealer money, it causes the consumer annoyance and delay and the expense of handling the small orders is becoming a very serious problem with us as with other manufacturers.

"There is no doubt that ten or eleven years ago buyers were careless regarding stock turn and it was necessary that trade papers and trade associations should call their attention to this important phase of profit making. Now the pendulum is swinging too far the other way and it is time that someone should preach the advisability of having merchandise available.

"The retailer's function is to act as a purchasing agent for his community and to have suitable goods available in his store at the time

that those goods are wanted by his public and the merchant who fails to have the goods in demand when they are wanted is not fulfilling his obligation to his community. I believe that the manufacturer is helpless in the matter, especially during a buyers' market because he cannot afford to incur the enmity of his dealers by charging a service fee on small orders. Under these circumstances, the only way to correct the evil is by education through trade journals and trade associations."

But later on, when we are again out of the buyers' market, and it may be far sooner than some of the bone-headed buyers believe, things will be different.

For one thing, as the Oshkosh Overall Company recently said, retailers who are resting secure in the easy belief that when business opens up in earnest, all they have to do is to wire a big order to be shipped immediately, are likely to be in for a rude awakening.

Manufacturers have curtailed production for nine months.

There won't be huge stocks in factories on which retailers can draw at a moment's notice.

Then they will be losing sales, clamoring for better deliveries.

Manufacturers also are going to remember how many retailers failed to fulfil their obligations to the community by not having wanted goods on hand.

If the present attitude of a large number of retailers at this time leads later to some rather startling changes in distribution, and many competent authorities believe they are on the way, retailers have only their own Old Mother Hubbard merchandising to blame.

Mooch to Direct Used Car Activities of Chrysler

Harry G. Mooch has been appointed director of used car activities of all divisions of the Chrysler Corporation. Under his direction, used car operations will be expanded through a central division instead of by the separate sales divisions as in the past.

Coudray Perfume to Menken

E. Coudray, New York and Paris, perfumer, has appointed Menken Advertising, Inc., New York, to direct his advertising account.

by his
o fails
when
filling
nity. I
rer is
pecially
because
ur the
arging
orders.
s, the
l is by
ournals

e again
and it
ome of
believe,

shkosh
y said,
cure in
usiness
y have
r to be
kely to

tailed
ocks in
ers can

g sales,
ries.
going to
retailers
tions to
having

a large
is time
startling
d many
ve they
ave only
Hubbard

d Car
ler
appointed
ea of all
orporation.
operations
entral di-
rate sales

Menken
and Paris,
en Adver-
direct his

Something has happened in Pittsburgh

For fourteen consecutive months, the Sun-Telegraph has shown consistent gains in advertising lineage each and every month without a break. The total gain for this period, over the corresponding period preceding, totals **2,604,695** lines. During these same periods, the other Evening-Sunday paper lost **1,080,889** lines, (excluding lineage in "stuffer sections" for last four months). For the first half of 1930, the Sun-Telegraph shows a better gain than **1,275,000** lines while the other Evening-Sunday paper loses more than **1,875,000** lines and the morning paper loses more than **550,000** lines.

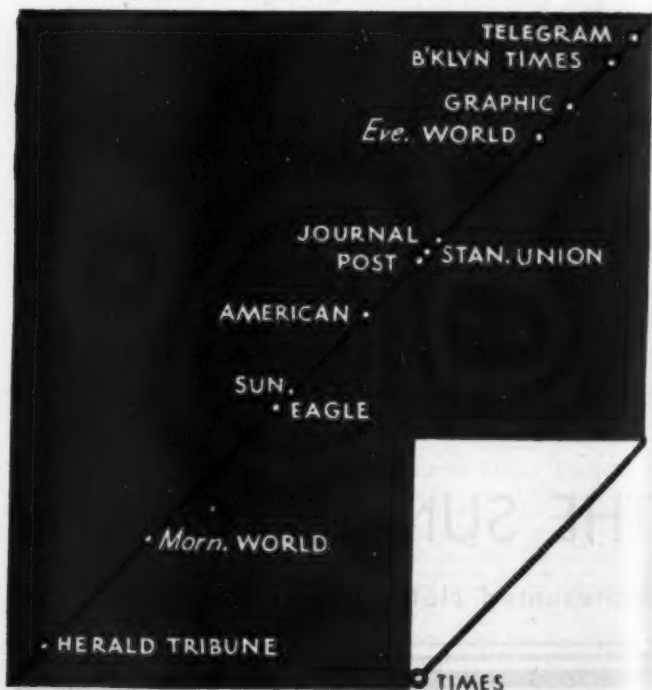
THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

NOT IN THE RED!

SALES are harder this year. So are customers, and new high records. But space-buying seems to be easier. Value is the big consideration. So The News is coming into its own more than ever. See the six months lineage figures!

THE NEWS, NEW YORK'S PICTURE NEWSPAPER
220 East 42nd Street, New York City
Tribune Tower, Chicago + Kohl Building, San Francisco



SIX MONTHS linage records in New York

Compiled from the Advertising Record Company figures for New York.

NEWS

GAINS

NEWS . . 374,481

Mirror . . 125,550

MIRROR

| Publication | Linage |
|-------------|-----------|
| American | 74,000 |
| World | 1,107,000 |
| Times | 6,700,000 |
| World | 1,000,000 |
| Graphic | 1,000,000 |
| Journal | 200,000 |
| Post | 570,000 |
| Sun | 900,000 |
| Tribune | 1,000,000 |
| Mail | 900,000 |
| Evening | 900,000 |
| Today | 900,000 |
| World | 900,000 |

Convicted Trade-Mark Infringers Must Watch Their Step

They Are Compelled to Keep a Safe Distance Away from the Margin
Line of Unfair Competition Even Though That
Involves a Handicap

By E. B. Weiss

THE corporation or individual that has been found guilty of unfair competition occasionally discovers that the restrictive and penalizing clauses of the court's decision cover more territory than the text of the decree seems to delineate. It may even learn, to its sorrow and perhaps to its discomfort, that it must watch even more carefully than its competitors the line of demarcation that separates the legal from the illegal.

That is the outstanding point of a decision recently handed down by the Circuit Court of Appeals for the Sixth Circuit. The Broderick & Bascom Rope Company appeared as appellant in the case. William Manoff was the appellee.

Broderick & Bascom make a special rope adapted for towing disabled automobiles. This specialty, by dint of clever advertising and merchandising, has achieved nation-wide sales. The company, by a process of evolution, starting with the name Auto-Tow-Line, eventually devised the name Autowline. "A fairly arbitrary though suggestive name" was the way the court described it.

"This was registered as a trade-mark," the court continued, "and insofar as the word had a descriptive character, the rope company eventually also claimed rights upon a secondary meaning that the article so marked was its product."

A company, operating under the name of The Metal Fibre Rope Company, infringed this trade-mark. It used the identical word, the only difference being the way the word was hyphenated, thus: Au-Tow-Line. The items, of course, on which the two names were used, were related.

Broderick & Bascom won their infringement suit in a lower court against The Metal Fibre Rope

Company. This decision enjoined the defendant—The Metal Fibre Rope Company—and its officers, agents, etc., from marking its product either in the form Autowline, or Au-Tow-Line.

William Manoff was the chief owner and general manager of the Fibre company. Almost immediately after the decision of the lower court became effective, he organized the Wilan Company and marketed a similar product prominently marked with the name Auto-Tow-Line. A contempt proceeding, charging Manoff with flouting the court's injunction, was dismissed in a lower court. It was then brought on appeal to the Circuit Court of Appeal, from whose decision these facts have been gleaned.

Now let us read what the Circuit Court of Appeals had to say:

"The question chiefly argued by counsel and the one upon which the dismissal below was based, is whether the word, or the compound word, Auto-Tow-Line is so far merely descriptive of the article that Manoff, or any other manufacturer, has the right to use it in spite of the plaintiff's trade-mark. In support of plaintiff's claim of exclusion, it is said that when words primarily descriptive have, through a secondary meaning, come to indicate an article produced by plaintiff, a competitor may not use them as the name of his product as he would use a trade-mark, and it is also urged that a valid trade-mark which has developed out of descriptive words into an arbitrary form may not be simulated by a half way or pseudo return to the original words.

"We do not find it necessary to consider these broad questions; we think Manoff was disqualified to claim the full competitive rights which might be open to a stranger.

He was clearly privy to the former decree and bound by it as if he had been named as a party; the name Au-Tow-Line was adjudged to be plaintiff's valid trade-mark; he was enjoined from using it, and the effect of the injunction, of course, was to enjoin also the use of any word in such close imitation or resemblance as to mislead the public; it is obvious that the ordinary purchaser would be confused or misled by the similarity between Au-Tow-Line and Auto-Tow-Line, when prominently displayed as if the proprietary name of two substantially similar articles.

A Situation the Same as in Another Case

"To permit Manoff to continue his infringing business with merely this change in the characterizing name is to make the decree futile and to disparage the power of the court to give relief against trade larceny. The situation is the same as it was in Coca-Cola Co. v. Gay Ola Co., 200 Fed. 720. We there held that though the public generally was entitled and the defendant originally had been entitled to use a common and natural color for a beverage, the defendant, who had adopted that color as a part of his deliberate scheme to defraud the public into accepting his article as that of the plaintiff, could not continue to use it in carrying on the same business, even though he had dropped his fraudulent and unpermissible resemblances.

"The defendant there, and Manoff here, had organized and built up a business based upon a fraudulent appropriation of what belonged to the plaintiff. To permit them to continue without interruption, and to the full scope of identity permitted to an honest competitor, would be to preserve for them a good-will acquired through fraud. *The due protection of trade-mark and similar rights requires that a competitive business, once convicted of unfair competition in a given particular, should thereafter be required to keep a safe distance away from the margin line,—even if that requirement involves a handicap as compared with those*

who have not disqualified themselves.

"The order appealed from is reversed and the case remanded for further appropriate proceedings."

Ely & Walker Take Over Three Concerns

Wyman-Partridge & Company, Minneapolis, wholesale dry goods and manufacturing company, has merged with the Ely & Walker Dry Goods Company, St. Louis. The latter firm has recently acquired the business and assets of the Walton N. Moore Dry Goods Company, Inc., San Francisco and Watts Ritter & Company, Huntington, W. Va. The Wyman-Partridge company will continue to operate its Minneapolis plants under its present name.

R. J. Walker Transferred by Chrysler

Robert J. Walker, formerly assistant advertising manager of the Plymouth Motor Car Company, has been transferred to the central advertising department of the Chrysler Corporation. He has been succeeded by W. W. Romaine, formerly advertising manager of the Fargo truck division of the Chrysler company.

Appoints Arthur Rosenberg Agency

The Hosiery Distributor's Institute, with headquarters in New York, a co-operative organization of manufacturers, has appointed the Arthur Rosenberg Company, Inc., New York advertising agency, as advertising counsel.

Basham Agency Opens Chicago Office

Thomas E. Basham, Inc., Louisville, Ky., advertising agency, has opened a branch office in the Daily News Building, Chicago. C. V. Dugan and J. R. Manning will be in charge.

Ocean Spray to Ingalls-Advertising

The Ocean Spray Preserving Company, South Hanson, Mass., has appointed Ingalls-Advertising, Boston, to direct its advertising account.

Appoints Fuller & Smith

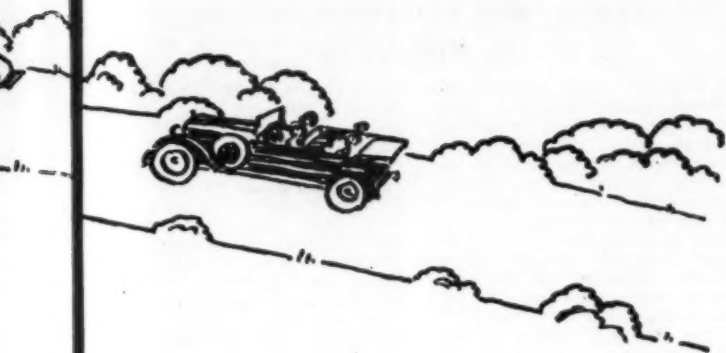
The Austin Company, Cleveland, engineering and building contractor, has appointed Fuller & Smith, advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

E. W. Conant with Millsco

Eugene W. Conant has been appointed director of the research department of the Millsco Agency, Inc., New York advertising agency.



On any fine Sunday
you see the roads
crowded with expensive
new cars burning
high-priced gas . . .
families with
free-spending habits
who don't want to
retrench.



e
In an "off year"
the free-spending families
are the profitable prospects
. . . and it has been
shown conclusively that
Cosmopolitan's 1,600,000
are that kind.

How Manufacturers Can Help Solve Retailer's Returned Goods Problem

It's a Retail Problem, But It Affects the Manufacturer

By Ruth Leigh

ALMOST every manufacturer who sells to department stores or to large specialty stores has probably heard, in contacts with store officials, discussion of the increasing amount of merchandise returned by customers. It may be because of recent consideration of waste in retail distribution or because customer returns are so steadily increasing, but the problem is one of the most serious confronting retail stores today.

The situation, briefly, is this: The returns by customers of the retail stores of this country amount annually to \$1,600,000,000, of which approximately \$450,000,000 represent returns to department stores. Local studies of the returned goods situation, made in various sections of the United States, show that the situation is particularly acute in large centers. For example, D. F. Kelly, president of The Fair, Chicago, estimated the returns to State Street stores two years ago to be \$37,000,000, or 15 per cent of the annual sales. Today, returns are said to be much more. In Pittsburgh, customer returns are \$18,000,000 a year, or 12½ per cent of the total sales. The same percentage applies to San Francisco.

Figuring \$450,000,000 worth of merchandise returned by customers each year to department stores, with the average return amounting to about \$4, stores find that the cost of handling each of these retail transactions amounts to 50 cents each, or a total cost to department stores of about \$50,000,000 a year, just to handle transactions involved in taking back merchandise. This does not include additional losses due to markdowns resulting from goods damaged in return, or losses suffered from incomplete stocks.

This article aims to present to manufacturers some salient facts

of the returned goods situation, in the belief that what is the retailer's problem must, indirectly, be the manufacturer's.

A recent, authoritative study of the returned goods situation in department stores, completed by the Ohio State University, indicates that customers are responsible for 57.03 per cent of all returns, merchants are responsible for 29.59 per cent, while responsibility for 13.38 per cent of returns cannot be placed. Although this proves customers to be at fault more often than stores, the latter make no attempt to minimize their responsibility for the increasing total of merchandise returned. In fact, stores realize that a large percentage of returns due to customers' faults might have been avoided if more care had been taken in selling. It will be easier to grasp the returned goods situation in department stores by studying a summary of reasons for returns, part of the Ohio State University's report:

| Reason | Value of Returns | Number of Returns |
|----------------------------------------|------------------|-------------------|
| Customers change of mind | \$140,213.93 | 17,157 |
| Sent on approval.... | 103,771.86 | 8,382 |
| Wrong size asked for by customer | 78,627.09 | 18,057 |
| No reason stated.... | 39,259.54 | 4,414 |
| Other reasons | 26,667.92 | 4,445 |
| Wrong color | 17,533.31 | 4,103 |
| Wrong size sold (store's error) | 10,328.30 | 1,678 |
| Other imperfections.. | 8,912.51 | 1,602 |
| Unclaimed ("will call") | 8,784.22 | 730 |
| Customer's mistake in ordering | 3,762.43 | 1,800 |
| Tearing | 3,710.84 | 728 |
| Fading | 3,060.14 | 464 |
| Delivered damaged .. | 3,015.12 | 660 |
| Wrong size marked.. | 2,224.68 | 493 |
| Delayed delivery .. | 2,148.88 | 317 |
| Ripping | 2,038.01 | 519 |
| Spotting | 1,118.16 | 116 |
| Shrinking | 853.60 | 95 |
| Over or under shipped | 596.32 | 263 |
| Wrong Address | 434.13 | 82 |
| Stretching | 285.68 | 49 |

This summary may, in itself,

July 1
offer
whoso
the
listed.
Bel
which
duce
return
is im
stores
to edu
import
turns.
this I
playle
special
motion
of retu
sponsib
additio
last fe
sive ad
consum
turned
Penaliz
Man
if this
serious
steps ei
or to r
tomers
tions an
that the
in favor
Stores I
in this
to offer
logical
lieve th
of store
sideratio
ping pu
the amo
In the
tions to
here, in
can assi
pecially
from r
studying
herent i
have cla
to mater
ship; thi
fourth, t
the sugg
been dev
the Natio
sociation
I. The

offer suggestions to manufacturers whose goods are affected by any of the merchandise considerations listed.

Before mentioning some ways in which manufacturers can help reduce the amount of merchandise returned to department stores, it is important to make clear that stores are leaving nothing undone to educate their own staffs in the importance of cutting down returns. Educational programs along this line include store meetings, playlets, honor lists, discussions, special bulletins, error meetings, motion pictures and constant study of returned merchandise to fix responsibility within the store. In addition, stores have, during the last few years, carried on extensive advertising campaigns to seek consumer co-operation in the returned goods problem.

Penalizing Customers Who Abuse the Privilege

Manufacturers may wonder why, if this return goods situation is so serious, merchants do not take steps either to abolish the privilege or to restrict it, by penalizing customers who abuse it. Investigations among consumers have shown that the public is, curiously enough, in favor of this penalizing plan. Stores hesitate to take drastic steps in this matter, however, preferring to offer the return privilege as a logical retailing service. They believe that intelligent co-operation of store workers, plus greater consideration on the part of the shopping public, will materially reduce the amount of customer returns.

In the meantime, a few suggestions to manufacturers are offered here, in the belief that they, too, can assist in reducing returns, especially those returns resulting from merchandise causes. In studying returns due to causes inherent in the merchandise, stores have classified them as due first, to material; second, to workmanship; third, to design and fit, and fourth, to performance. Some of the suggestions offered below have been developed in co-operation with the National Retail Dry Goods Association:

1. The number of merchandise

returns due to defects in material and workmanship suggests that there is need for even more rigid inspection of goods before packing and shipping. It has been pointed out that some industries, notably women's hosiery, have grown extremely lax in inspection, and the consumer, realizing this, is accustomed to inspecting the hosiery herself, often to the damage of the merchandise.

2. Returns due to design and fit represent the largest proportion, especially in the ready-to-wear field. This suggests that manufacturers of merchandise affected by size have still much to do along size standardization lines. One report says: "Many returns attributed to 'wrong size' are really the result of improper cutting or insufficient variety of models to fit the customer properly. Or, the fit may be fair, but the design wholly inappropriate to consumer needs." The National Retail Dry Goods report says further: "Manufacturers are advised by stores that they may expect returns of merchandise rejected for failure to meet size specifications. Manufacturers will realize that they will avoid rejections by carefully sizing garments before shipment . . . A record of too large a percentage of rejections from any given source results in a store giving its future orders in other directions."

3. The number of returns due to unsatisfactory performance of merchandise suggests that manufacturers may find it desirable to check up their goods with stores, to find out whether returns are due to causes that might have been avoided if accompanying tags, slips, booklets or directions had been more clearly or explicitly prepared. Stores find, too, that some manufacturers are shipping goods, unaccompanied by instructions, in the belief that the public will understand its performance. It has been found best to leave nothing to the public's knowledge of the goods or their use. A manufacturer's best protection is complete directions or instructions accompanying the goods.

4. This is particularly necessary in the case of guaranteed merchandise.

live
em

on, in
ailer's
e the

dy of
in de-
y the
icates
le for
mer-
29.59
y for
cannot
proves
often
no at-
ponsi-
of
fact,
percen-
omers'
ded if
n sell-
sp the
depart-
sum-
s, part
y's re-

Number
of
Returns

17,157
8,382
18,057
4,414
4,445
4,103
1,678
1,602
730
1,800
728
464
660
493
317
519
116
95
263
82
49

itself,

July 17, 1930

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
135 EAST 42ND STREET

NEW YORK May 28, 1930.

J. C. TAYLOR
SALES MANAGERLiberty Magazine,
New York, N. Y.

Gentlemen:

In renewing our schedule in Liberty for 1930 we have taken into consideration your increased circulation, your low advertising cost, the assurance of reader attention that comes from newsdealer sales, and your concentration of circulation in cities.

But there is another important factor. Ethyl Gasoline appeals to motorists of all classes, to the owners of cars of every type from the modest little car to the most expensive. In fact to everyone who demands plus power and better car performance.

The broad appeal of Liberty with its active, young-minded, on-the-go audience constitutes a logical and important market for Ethyl Gasoline.

Very truly yours,



Biggest newsdealer sale of any magazine.
Lowest advertising cost per 1000 pages.

Liberty families own more than 1,500,000 automobiles



EVERY year Liberty readers buy half a million automobiles. There are 1,598,530 cars owned by Liberty families.

Half a million automobiles a year . . . half a billion dollars a year for new car replacements alone. That is the Liberty automotive market.

A magazine read by the whole family . . . 2.4 readers to every copy, a total of 5,764,138 men and women reading Liberty, seeing your advertising, buying automobiles.

A market of 2,400,000 families living mostly in cities of 10,000 population and over; able-to-buy people; reached at the lowest advertising cost among major magazines.

The above automotive figures are adduced from the national survey of Standards of Living of Liberty Readers, made by Daniel Starch, Ph. D.

The Starch analysis has substantiated the judgment of the Ethyl Gasoline Corporation.

"Ethyl Gasoline appeals to motorists of all classes," writes J. C. Taylor, sales manager of the Ethyl Gasoline Corporation, "to the owners of cars of every type from the modest little car to the most expensive."

Liberty's circulation of more than 2,400,000 is a cross-section of America's car-driving population. Every type of car is represented. Figures on every make of car are available on request.

Write for a copy of the Starch survey. Compare the standards of living of Liberty families with those of any major magazine. Compare advertising costs. Compare circulation placement. Compare visibility of advertising. Compare "voluntary purchase"—newsdealer sales. The test will help you to make a satisfactory selection of media.

Liberty

A Weekly for Everybody

New York: 220 East 42nd Street

Chicago: Tribune Tower
Boston: 10 High Street

Detroit: Gen. Motors Bldg.
San Francisco: 820 Kohl Bldg.

dise, because stores find that there is a perpetual lack of understanding between retailer and manufacturer as to what the latter's guarantee really covers. It is suggested, therefore, that this be definitely established with the store, and indirectly with the consumer by means of explicit guarantees. Experience indicates that retail salespeople cannot be depended upon to explain the guarantee.

5. The fact that so high a percentage of merchandise returns is the result of inadequate retail selling indicates that there is still room for a better selling and educational job to be done in stores by manufacturers. The advent of group buying, according to a member of the National Retail Dry Goods Association, has, in many cases, removed contact between the store's buyer and the manufacturer's salesman, so that a hitherto practical source of first-hand education is now no longer possible.

Manufacturers who desire to have their goods intelligently sold in department stores will find their educational work welcomed, especially if it is presented as a means of helping to cut down merchandise returns. Special selling technique, demonstrations, and methods of explaining goods to customers are particularly useful subjects to be taught to salespeople. It is evident that a high percentage of merchandise returns is traceable to the fact that it has not been correctly sold.

Perhaps the most practical step that manufacturers can take in helping to reduce merchandise returns to stores is to introduce the subject to retail customers and to ask frankly along what specific lines they can co-operate. Certainly, they will find a cordial reception to this show of interest, and enthusiastic response if they actually can achieve reduction of returned goods.

What Groucho Says

Put Some Personality in It

TELL you more about the little lady in the middle of the room, where she came from and all that?*

She was fetched up in this shop. Came in here ripe from college; was a complete "unknown and unnoticed" for two years. One day my assistant, Bill, let her into my office when I was busy. I didn't look up even.

Heard a meek little voice say: "Am I any good, Mr. Groucho?" "Still I didn't look up. "How long have you been here?"

"Two years today."

"Then you must be some good or you'd been fired." Thought that would get her out and I could go on with that newspaper list.

"Mr. Groucho, will you please give me five minutes?"

Then I paid attention. She looked scared to death, lips pressed together as if she'd decided to risk all on a talk with Groucho. Gave the list to Bill to check and

gave the lady my whole mind for a few minutes.

"What's the matter with me, Mr. Groucho?"

"Nothing, I guess, unless you're too mouse-like."

"Two years of hard work and a total raise of \$4.50 since I came. They started me as assistant in newspaper forwarding at twenty and a half. Miss Simmons got married. They made me head of news forwarding and now I get twenty-five."

"Wouldn't it be better to speak to Gent. Treas. about that? He—"

"No. I'm not asking for a raise. I'm asking what's wrong with me."

"Did anybody ever tell you to do your work well, and depend on good work to boost you?"

"How did you know? Yes, that's exactly what Dad said and still says."

"Dad's wrong, half way. Good work—yes. But it's visibility that gives you a better job and that's up to you."

I was all ready to give her a lot of cheap advice, but she said: "I

*See "What Groucho Says," June 5, page 96.

don't r
Grouch
Out
about
month
don't
dressed
eyes p
been v
before
a bette
tion e
putting
caught
sentenc
double
belong
writer,
client a
ads she
"Why
job?" s
Grouch
Well,
this gir
her get
to Gent.
"Whe
This yo
raises in
Funny
to like t
She pull
People
folios t
writers
think th
to a job.
portfolio
samples
I'm so
"Get son
have to
like a hu
Cheshire
human, le
interested
job you r
esting u
Then, me
body tw
folio, he'l
something
What c
nothing o
What's
The youn
the office
office by h
to display
of her stu

o have
in de-
ir edu-
specially
ans of
handise
nique,
of ex-
rs are
to be
is evi-
ce of
aceable
t been

al step
ake in
ise re-
ace the
and to
specific
Cer-
dial re-
interest,
if they
tion of

d for a
me, Mr.

you're
k and a
I came.
tant in
twenty
ons got
head of
I get

o speak
He—
a raise.
th me."
ou do
end on

Yes,
aid and
r. Good
ity that
d that's

er a lot
aid: "I

don't need all the five minutes, Mr. Groucho. Thank you very much."

Out she went and I forgot all about her till she came in a couple months after, all dolled up. No, I don't mean over-dressed, just dressed, clothes, hair, and eyes, eyes particularly. You see, she'd been wearing a mouse's uniform before that. Somehow she'd found a better job for herself as production executive. Supposed to be putting detail through. She'd caught a very foolish thing in a sentence in copy. One of those double meaning things that didn't belong there. It had gotten by the writer, the proofreader, Bill, the client and me. Seems she read the ads she put through.

"Why, how come you're in this job?" sez I. "Thanks to you, Mr. Groucho," and out she popped.

Well, sez I to myself. If I got this girl started I've got to help her get some more pay, so I went to Gent. Treas.

"Where you been, Groucho? This young lady has had three raises in two months."

Funny, but Gent. Treas. seemed to like the idea, and there you are. She pulls his leg shamefully.

People want to show me portfolios to prove what good ad writers they are. They seem to think their portfolios entitle them to a job. "Will you look over this portfolio?" "Can't I show you samples of my work?"

I'm sometimes tempted to say: "Get some good clothes if you have to steal 'em. Learn to grin like a human being and not like a Cheshire cat. If you are a live human, learn how to show it. Get interested in something besides the job you need. You can't be interesting unless you're interested. Then, mebbey, you'll make somebody want to look at your portfolio, he'll hope that it will show something good."

What do I say to 'em? Oh, nothing of any value, I'm afraid.

What's been done can be done. The young lady in the middle of the office got to the middle of the office by having stuff and learning to display it. Herself is a big part of her stuff, too.

GROUCHO.

Old Mother Hubbard

CORBETT AND NORTH
NEW YORK

Editor of PRINTERS' INK:

Several of our manufacturer clients have asked us recently about some articles you have published, "stopping up the neck of the distribution bottle."

I believe one of these articles was called "Bone-Headed Buying." Will you send me clippings of these articles at your earliest convenience, and oblige.

M. A. NORTH.

A SERIES of articles by Roy Dickinson, commenting upon the bare conditions of many retailers' shelves, has aroused wide comment.

The first article, entitled "Picayune Purchasing—Bone-Headed Buying," appeared in PRINTERS' INK for June 19. It was followed by "Old Mother Hubbard Merchandising" in the July 3 issue.

A third article in the series, "But When She Got There—," appears elsewhere in this issue.

Many factors have conspired together to bring on the current depression.

One of the things that have prevented a quick return to normal is the tendency for many retailers to cut down orders below current needs and below visible demand at the counter, so that consumers are offered inadequate stocks and manufacturers are kept guessing and prevented from making future plans.

Since the PRINTERS' INK series started, the Central Trust Company of Illinois in an open letter to its customers warns them against letting stocks run down to the point where they cannot take care of an unexpected volume of business.

The National Association of Retail Clothiers and Furnishers cautions its members against the same situation in a broadside entitled "Starved Stocks."

The number of letters received from manufacturers, retailers and advertising agents indicates wide interest in a subject of vital importance at the present time.—[Ed. PRINTERS' INK.

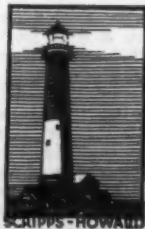
Pittsburghers are S

The Power of The Press in Pittsburgh

48.1% of the total June advertising lineage was carried in The Pittsburgh Press. It led in 27 out of 36 classifications and carried 355 exclusive accounts.

(Media Records, Inc., June exclusive of advertising in national magazine distributed with other Pittsburgh Sunday paper)

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The Pi

A SC
NATION
NEWSPA
CHICAG
DETROI

re Spenders!

CONSISTENT spenders—big spenders—sensible spenders. Not spendthrifts, for they have money in the bank. But they are buying merchandise—and buying now. Charges against individual Pittsburgh bank accounts during early June showed an increase of 7.5% over the same period a year ago—the country as a whole showed a decrease. This is not unusual for Pittsburgh—it's persistent. A steady spending market.

An active, sound, responsive market for manufacturers who, *today* of all times, must reap full returns on every advertising dollar invested.

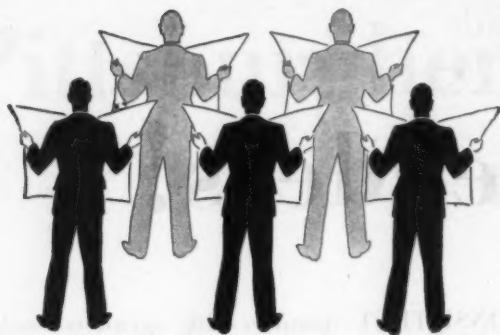
There is only one medium needed to reach these Pittsburgh spenders—*THE PITTSBURGH PRESS*. It has proved so, by its "habit of producing results."

he Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA



3 out of 5 select LA PRENSA

Consider any five individuals, in all of Argentina, who read one of the two leading Buenos Aires newspapers on any week-day morning . . . 3 out of 5 read *La Prensa*.

This means that when you advertise in *La Prensa* you reach 59.4% of Argentina's principal buying audience.

Proof may be obtained by consulting audited figures now available.

Week-day average of *La Prensa*
 245,804

Week-day average, second newspaper . . 167,546

Figures in each case are from most recent audits available. Of further interest is the fact that both were prepared by the same firm of accountants.

Both statements should be easily obtained. The *La Prensa* statement has been incorporated into an interesting pamphlet containing additional information

that you will find of value.

Those who sell in Argentina and want to sell more at lowest possible cost are urged to send for this pamphlet, immediately.

Facts—Verified

The statements presented in this advertisement are based on an audit prepared by Price, Waterhouse, Fallier & Co. covering the first three months of 1930. Another bringing the record up to June 30, 1930 is being prepared. *La Prensa* grows so rapidly that circulation figures far in excess of those now available are confidently expected.

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

JOSHUA B. POWERS, INC., International Publishers' Representatives
 250 Park Avenue, New York

LONDON . . PARIS . . BERLIN . . BUENOS AIRES

Trade Commission's Censorship Powers Limited

Recent Court Decision Disagrees with Commission's Interpretation of Its Powers

A DECISION which puts a limited interpretation on the Federal Trade Commission's right of censorship of advertising was handed down last week by the Circuit Court of Appeals for the Sixth Circuit. In its decision, the court held that the act which created the Commission was not intended to give the Commission the power of advertising censorship where there was no question of unfair competition and that such powers could be exercised only in such cases where the advertising objected to by the Commission clearly comes under the provisions of unfair competition.

The decision was made in the case of *Raladam Company v. Federal Trade Commission*. The Raladam Company, manufacturer of Marmola, an obesity remedy, was the subject of a complaint by the Commission which alleged that the company was using unfair methods of competition in that its advertising contained a considerable number of false statements and claims. The Commission then issued a desist order and the company countered with a prayer that the order be vacated. The Commission then filed an answer taking exception to the petition.

The court's decision had several interesting aspects. Both sides brought forward reputable physicians to testify for and against the merits of Marmola. Five of these testified that Marmola is unsafe and unscientific. Six testified to the contrary. This conflict in testimony forced the court to admit that it is impossible to determine whether the company's statements are of fact or of opinion and therefore their honesty of intention is difficult to question.

The court then proceeded to discuss the powers of the commission to censor advertising. It pointed out that in the *Silver Case*, 289 Fed. 985, one member of the court

took occasion to study the history of the creation and purposes of the Federal Trade Commission. "The conclusion was reached," says the decision, "that the Commission came into being as an aid to the enforcement of the general governmental anti-trust and anti-monopolistic policy, and that its lawful jurisdiction did not go beyond the limits of fair relationship to that policy. Since that time there has been no higher court opinion inconsistent with that view."

The Commission Has Taken a Broad View of Its Function

The decision then proceeds to point out that the Commission itself has not taken that limited view of its powers but that it believes itself authorized to issue desist and refrain orders in any cases where it concludes that sales methods may mislead a substantial part of the purchasing public, in a way that, in the judgment of the Commission, is injurious to the purchaser.

"The general law of unfair competition," adds the decision, "uses the misleading of the ultimate purchaser as evidence of the primarily vital fact—injury to the lawful dealer; the Commission uses this ultimate, presumed injury to the final user as itself the vital fact."

The court concludes the decision as follows:

"The chairman of the Commission, in public addresses, and in correspondence, advises the newspapers that they will be subject to prosecution by the Commission as defendants, to be joined with the advertisers, if they do not desist from such publications (of questionable advertising); and the newspapers may suspect that if they do not comply with the advice of the better business bureaus, their general advertising patronage from the membership of these

bureaus will fall off. It appears that these methods of influence, carried on in this case before this cross suit for enforcement was commenced and while it had been pending, have destroyed a large part of petitioner's business through refusals to accept this advertisement, and only the injunction of this court is needed to make the elimination complete.

"We have no occasion to deny, nor indeed, reason to doubt, that this elimination would tend to the public good; but we cannot think that Congress had any conception that it was creating a tribunal for that kind of action. Its failure for many sessions to pass a proposed pure fabric law, and others of similar character, is familiar; but if the Commission's view of its jurisdiction is right, these laws are unnecessary.

Two Possible Beneficiaries

"When we search this record to find the legitimate activities which are to be protected against this unfair competition, we observe only two such possible beneficiaries. One is the medical profession. It cannot be seriously contended that the act was intended to protect any profession against encroachment—the aid of the Commission might be as logically given to physicians and surgeons as against chiropractors, or to lawyers as against incompetent will-draftsmen.

"The other possible beneficiary is found in the list which the American Medical Association bureau has made up, comprising a number of other commercially exploited remedies for obesity, which have been advertised or found in the drug stores within recent years. Some of them are perhaps still being sold in substantial quantities, though that is left very vague. It is fairly to be inferred, not only that these are on the same index expurgatorius as Marmola, but that they are relatively disreputable. Again, it cannot be seriously contended that the machinery of the Commission was intended to give governmental aid to the protection of this kind of trade and commerce.

"We conclude therefore that the

record does not show any basis for the action of the Commission. The prayer of the petition will be granted and that of the cross bill denied."

Appointed to Study Local-National Rate Differential

J. S. Parks, president of the Southern Newspaper Publishers' Association, Chattanooga, Tenn., has appointed the following committee to study the local-national rate differential matter: Enoch Brown, Jr., *Memphis Commercial Appeal*, chairman; George C. Biggers, Birmingham, *News and Age-Herald*, and Herbert Porter, Atlanta, *Constitution*. Each member of the committee is advertising manager of the newspaper with which he is associated.

This committee is a special committee, appointment of which was recommended at the recent convention of the association following an all-day session which was devoted to discussion of the differential problem. The proceedings of this convention were reported in *PRINTERS' INK* of July 3 and 10.

The committee will hold several meetings and prepare a report to submit to the board of directors of the association as soon as possible.

Join Rogers, Hinman & Thalen

Albert Neave, formerly sales representative of the Tower Publications, New York, and, at one time, an account executive with Batten, Barton, Durstine & Osborn, Inc., has joined Rogers, Hinman & Thalen, Inc., New York advertising agency, as an account executive. He will act also as sales manager of "Who's Who in Advertising."

Herbert I. Shelton, formerly secretary-treasurer of C. S. Halliwell, Inc., has also joined Rogers, Hinman & Thalen, in the same capacity.

Gobelin Account to Charles Austin Bates

The Gobelin Company, Boston, manufacturer of Gobelin miniature chocolates, has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines in the East will be used.

J. H. Andrus Starts Own Business

J. H. Andrus, for nineteen years manager of advertising and sales promotion of the R. M. Hollingshead Company, Camden, N. J., has established his own business at 925 Penn Street, Camden. He will specialize in direct-mail advertising and sales campaigns.

Has Glove Account

The Perrin Glove Company, New York, has appointed the Trades Advertising Agency, of that city, to direct its advertising account.

STILL GAINING

Comparison of National Advertising Linage in New York standard-size week-day newspapers, 1930 against 1929, shows the following gains and losses:

| | <i>Month of June</i> | <i>First Six Months</i> |
|-----------------------------|----------------------|-------------------------|
| THE EVENING WORLD | 1,289 GAIN | 60,440 GAIN |
| THE MORNING WORLD | 7,861 GAIN | 49,059 GAIN |
| The Telegram - - - | 2,061 loss | 25,923 gain |
| The American - - - | 2,093 loss | 36,721 loss |
| The Journal - - - | 21,837 loss | 129,157 loss |
| The Post - - - | 31,235 loss | 158,661 loss |
| The Herald Tribune - | 33,780 loss | 301,874 loss |
| The Sun - - - | 140,897 loss | 324,853 loss |
| The Times - - - | 107,516 loss | 455,808 loss |

June is the fifth straight month that both The Evening World and The Morning World have showed national advertising gains—a record not touched by any other New York newspaper, either standard-size or tabloid.

After all is said and done, the true value of an advertising medium becomes evident in times of business stress.

The World



The Evening World

FULFILLER BUILDING, NEW YORK

**BE SURE YOU PICK
THE RIGHT TUBES**

FOR

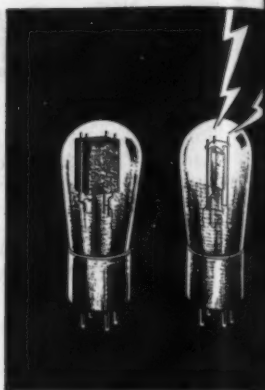
BOSTON'S

ADVERTISING RECEPTION

—tubes may LOOK alike, but

Your modern radio set uses different kinds of tubes. And cannot get full reception without installing the right tubes in the proper place. Outwardly, all tubes look alike—there's but a difference between a rectifier and an amplifier—until improperly locate them in your set.

Boston, the fourth largest market in the United States, is that. Outwardly it is a compact unit of nearly two million people with a thirty-minute ride of Boston's heart—three million in an hour's radius.



BOSTON



et this *three million compactness* is distinctly divided into two groups—and wealth or class has nothing to do with it. It is a cleavage by heredity, tradition, environment and belief. Each group, produced by years of evolution, keenly differing in habits, personal preferences and thought. Each demanding a particular type of newspaper.

Just as advertisers know that it is necessary to have the right tubes rightly located in their radio sets for full reception, so they eventually realize it is necessary to use the right newspapers to obtain full market advertising reception in Boston.

They know that the newspapers of Boston serve the viewpoints of one or the other of the two groups of Bostonians. And that no newspaper serves both.

The Herald-Traveler, which leads all Boston newspapers in total advertising lineage, differs from its three contemporaries in almost every way. It serves the group which bestows on advertisers the major portion of Boston's purchasing power. The other groups of Bostonians is reached by any one of the other three papers.

es. And the advertiser's problem is less difficult than unique. He must be sure of finding the right newspapers to reach the three million market—and the Boston Herald-Traveler is distinctly the newspaper to reach the group to *which the other three newspapers do not appeal!*

is that people who in an hour or two years the Herald-Traveler has been at in national advertising, including all financial, automobile and publication advertising among Boston daily papers.

Advertising Representatives:

GEORGE A. McDEVITT CO., New York, Chicago and Philadelphia

ST. HERALD-TRAVELER



Inspiring people to apply MODERN HYGIENE



Buying Concentration

According to the most reliable estimates, only 20 to 25% of the people in America clean their teeth at all. **PHYSICAL CULTURE'S** concentrated circulation among readers who consider their health and looks above everything else, offers dentifrice, tooth brush and soap manufacturers an exceptional advertising buy.

is supplementing the old idea of waiting until you felt sick, then expecting your physician to cure you instantly with a specific.

You can count the proved specifics on your fingers.

Public health officials and personal physicians are now applying scientifically and sensibly the forces of nature.

PHYSICAL CULTURE shows people how to live for good health—and does it humanly and inspiringly.

As one doctor writes, "*It is not enough to supply individuals and communities with the modern hygiene and health devices,—it is necessary that people be taught and encouraged to know and use the things that keep them healthy.*"

PHYSICAL CULTURE is doing just that—inspiring its readers to apply the forces of science and nature for positive health.

PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES Live BY IT

Geo
T
place
shou
"P
shall
more
orde
tle.
I m
getti
"I
spen
time
some
ladie
You
of g
if y
mone
much
made
mista
only
the
which
wise
"M
yo u
tempt
them
and
velop
alway
than
easy
with
value
"M
Do yo
had a
starte
very
maint
"I
fitted
lacked
letter,
closed
This
articles
old-time
are app
were v
whom I

Money May Lead to Trouble

George P. Rowell Never Kept an Employee Who Asked for an Increase and Failed to Get It

SIXTH EPISODE

THE next time I made a request for more money Mr. Rowell placed a hand on each of my shoulders and advised:

"Frank, for your own good, I shall say No. You do not require more than you are now earning in order to live nicely and save a little. Were I to grant your request I might be responsible for your getting into trouble.

"I notice you spend considerable time at the desk of some of the young ladies in the office. You might think of getting married if you had the money—you are much too young. I made the greatest mistake of my life, only because I had the money with which to do an unwise thing.

"Money leads young men into temptation and robs them of the time and inclination to study and develop the mind. Knowledge will always bring you more happiness than money. I should not make it easy for you. None is so happy with money as he who learns its value through the want of it.

"Money leads to extravagance. Do you recall Mr. ———? He had a little money left him and started an advertising business on a very grand scale. He could not maintain the pace and failed.

"I have seen some beautifully fitted offices where the personnel lacked the ability to write a good letter, and then, I have seen them closed. Really there are times

when I wish some of these business men had less money—they might be more temperate in their advertising expenditures; at least, more anxious concerning how advertising was done and by whom. A lot of failures are the result of too heavy an expenditure.

"Don't think too much of fine clothes and pleasure. I want you to study while you are young and your mind can absorb things. Don't make money your God. It will come to you if you deserve it."

A little later he made this true.

Mr. Rowell never kept an employee who asked for an increase and failed to get it. He contended that neither party could be happy under such circumstances.

Many, many times I have recalled his advice.

How often have I realized that trouble would have been avoided had I been without the money.

An important thought was nicely brought out and a difficult situation pleasantly handled by a just employer.

Bank Appoints Byerly-Humphrey & Prentke

The Capital Bank, recently organized at Cleveland, has appointed Byerly-Humphrey & Prentke, Inc., advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

T. J. O'Kane Joins Rogers-Gano Agency

Thomas J. O'Kane, formerly advertising manager of International Visible Systems, Inc., Cincinnati, is now an account executive with the Rogers-Gano Advertising Agency, Inc., Chicago.

This is the sixth of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

Business Paper Editors on Business

It Is Considered That Record Low Level of Stocks of Merchandise Indicates a Marked Turn Very Soon for Upward Climb—150 Business Papers Contribute Opinions

THERE is already in sight the end of the period of depression. This is the collective opinion of editors of 150 business papers, reporting on conditions in their various fields of business. Improvement is looked for some time between September and November. The stage is set for a ready response caused by low inventories which are getting lower.

These low inventories prevail in industrial plants with their stocks of raw materials and in wholesale and retail lines. Since there are no large stocks of materials to be unloaded before productive activity is resumed, it is felt there will be a decided improvement in employment just as soon as buying begins to return to normal levels.

During the months of depression three major influences have been at work, according to information gathered in the survey which was conducted jointly by the National Conference of Business Paper Editors and The Associated Business Papers. The survey covers operations for the first half of 1930 and the outlook ahead. The influences are: Equalizing of production and consumption, maintenance of high wages even during restricted employment, and hand-to-mouth buying of raw materials and finished products.

Employment is off as much as 40 per cent in some lines. In others it is above the 1929 level, especially shipbuilding where it is probably 20 per cent ahead and the outlook good for the next five years. Planning and building of natural gas and gasoline pipe lines involves estimated expenditure of \$300,000,000 for present projects.

With the exception of automotive exports, no serious adverse consequences are attributed to the tariff.

Since electricity is only produced as consumed it is looked upon as an excellent indicator of business. During the first five months of 1930 about 2 per cent more electrical energy was generated and consumed in the United States than for the same period of 1929, instead of a curtailment as might have been expected during a general depression.

Name Insurance Advertising Conference Committee Heads

Chauncey S. S. Miller has been appointed general chairman for the annual meeting of the Insurance Advertising Conference which will be held at Milwaukee from September 28 to October 1. He will be assisted by Stanley Withe for the fire and casualty group and L. J. Evans and Bart Leiper for the life group.

Ray Dreher, L. A. Walsh, M. Phelps and H. V. Chapman will be in charge of exhibits. Trophy plans are being prepared by Miss Chloe Peterson and John Longnecker. Harold E. Taylor is in charge of publicity.

Death of Thomas R. Megargee

Thomas Raymond Megargee, president of the Affiliated Artists, Inc., New York, died as the result of a motor accident which occurred near Hudson, N. Y. He had been engaged in the business of selling advertising art for fifteen years.

Ten years ago he organized Affiliated Artists, Inc. He is survived by a brother, Laurence A. Megargee, who is associated with Affiliated Artists, Inc.

Osborn Bartlett, Advertising Manager, National Acme

Osborn Bartlett, for the last three years advertising manager of the Lakewood Engineering Company, Cleveland, is now advertising manager of the National Acme Company, of that city. Guy Hubbard, formerly advertising manager of the National Acme Company, is now associate editor of *Steel*, Cleveland.

H. H. Vinton Joins Gerber & Crossley

H. H. Vinton, for the last thirteen years vice-president and treasurer of the Willamette Iron & Steel Company, Portland, Oreg., has joined Gerber & Crossley, Inc., advertising agency of that city, as secretary and active executive.

New Account for Louis H. Frohman

S. S. Silver & Company, Inc., Brooklyn, N. Y., designer and builder of retail store interiors, has appointed Louis H. Frohman, New York, advertising, to direct an advertising campaign in class magazines. Direct mail will also be used.

roduced
soon as
business.
hs of
e elec-
d and
s than
9, in-
might
a gen-

ising
Heads
een ap-
annual
ertising
at Mil-
October
Stanley
group
per for

Phelps
charge
being
on and
aylor is

gargee
resident
New
motor
Hudson,
in the
art for

Affiliated
by a
who is
ts, Inc.

ising
me
t three
e Lake-
leveland,
the Na-
ty, Guy
manager
is now
and.

ber &

thirteen
r of the
company,
ember &
ency of
e execu-

is H.

, Brook-
er of re-
ened Louis
ising, to
in class
be used.



Talking About Altitude and Endurance Records —The Star holds them both unchallenged

The newspaper situation in the Washington (D. C.) Market remains unchanged year in and year out, so far as leadership is concerned.

THE STAR'S circulation, Evening and Sunday, keeps pace with the growth of population, insuring always complete coverage of the nearly three-quarters of a million people—going into the homes, where the serious reading of advertising is done.

THE STAR'S advertising lineage, because of the surpassing volume and substantial character of its circulation, exceeds by many thousand lines that of all four of the other papers combined practically every day in the year.

Throughout the Washington Market it's THE STAR; and to reach this populous and prosperous people completely and influentially you need ONLY THE STAR.

Before entering this market every advertiser should first study the Washington Newspaper Reader Survey just completed by the American Association of Advertising Agencies.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

*Member
The 100,000 Group
of American Cities*

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.



ONES

that have

the force of

THOUSANDS

Conspicuous ones

because they are the Inner Circle members whom the thousands follow.

Fortunate ones

because they have the means to gratify their sophisticated tastes.

Creative ones

because by their endorsements they establish buying trends and sales acceptance in the greater markets.

Influential ones

because their leadership gives their possessions and preferences prominence.

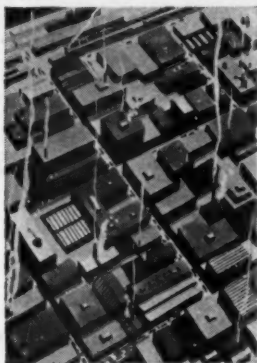
Essential ones

because they constitute the Creative Market, by their influence determining the success of your product.

REACH THE ONES THROUGH HARPER'S BAZAAR
REACH THE THOUSANDS THROUGH THE ONES

Harper's Bazaar
THE FASHIONABLE MAGAZINE OF AMERICA

EUGENE



The \$32,000,000 Oregon Market

AN ANNUAL turnover of \$32,000,000 provides Eugene residents with ample money to purchase any advertised goods. Selling them is easy through the evening and Sunday Register.

Agriculture, timber, and manufacturing have an annual turnover of \$8,000,000 each. Public service companies, wholesaling, and

the University of Oregon do another \$8,000,000.

Five hundred retailers and 38 wholesalers (plus five farmers' co-operatives) make Eugene the retail center for 60,000 people. Buyers are increasing too: Eugene's population, now 18,872, gained 76% in the last ten years, while the county grew 51%.

Meanwhile, the Eugene Register's circulation grew 73% faster than the population. Only four newspapers in Oregon carried more than 5,000,000 lines of advertising last year—three of them are in one city, the fourth was the Register. More classified space (over 1,000,000 lines) was bought in the Register than any other daily of the same size in the country.

Small wonder that local advertisers (who know) prefer the Register. Its dominant circulation alone would make for that.

Eugene Register

Every day 210,036 Oregon buyers read these twelve
Mogensen Newspapers:

Albany Democrat-Herald
Ashland Tidings
Astoria Astorian
Eugene Register
Grants Pass Courier
Klamath Falls Herald-News

La Grande Observer
Medford Mail Tribune
Oregon City Enterprise
Roseburg News-Review
Salem Capital-Journal
The Dallas Chronicle

M-C MOGENSEN & CO. Inc.

New York
Chicago
Portland

San Francisco

Detroit
Seattle
Los Angeles



WATCH FOR MEDFORD, A SAFE PLACE TO LAND

Hints on the Management of Prize Contests

Five Advertisers Tell What They Have Learned from Recent Contests

By Bernard A. Grimes

THERE is a noticeable increase in the number of requests which PRINTERS' INK is receiving for information on the management of prize contests. This increased interest in the subject is a sign of the times. It reflects the effort which manufacturers are putting forth to leave no stone unturned in their quest for sales stimulants and their search for new customers.

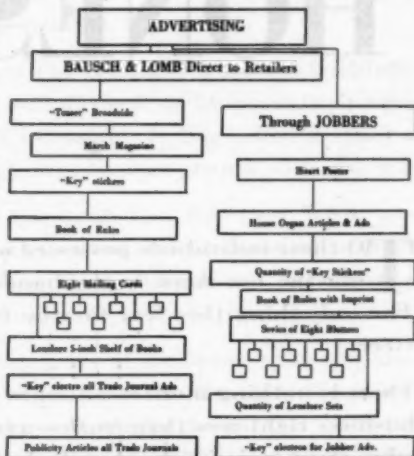
Most of the questions which are asked have been answered in articles which PRINTERS' INK has carried. Some of the inquirers, however, refer specifically to recent or current contests, evidently hopeful that with last-minute data, contemplated contests will get off with a minimum handicap. PRINTERS' INK has written to a number of manufacturers and from their replies presents the following details of their experiences and observations, particularly as these refer to contest management.

Supervision of a contest evolves itself according to objective. A national letter-writing contest for Eaton, Crane & Pike Company fitted in naturally with the purpose of the contest, which was to influence people to write more social and personal letters. It also aimed to sell specific merchandise more forcefully than before and to create a program with which dealers could make a tie-up.

There was several months of preliminary work before the campaign got under way, according to R. E. Kimball, vice-president.

During this time display material, dealer folders, newspaper mats and electros were prepared so that when consumer advertising announced the contest, dealers could act promptly in featuring the contest at the point of sale.

Preliminary planning also in-



Bausch & Lomb Sent This Chart to Salesmen and Jobbers Before Announcing Their Contest to the Trade

cluded provisions to assure full support from the company's sales staff. A special contest for salesmen was worked out, each man being kept informed as to his sales on what were termed "contest items." These items were made up of the fast-moving profitable merchandise featured in the consumer campaign. Quotas were given to each salesman and each district. Bulletins reporting the standing of the various groups included an interchange of successful selling methods employed by different men.

PLAIN HONESTY



TO those individuals possessed of abdominal stamina the *low-down* is the handsomest of all gifts. The only thing they fear for the future is the wrong steer.

There is nothing more essential to the safe conduct of business right now than *truth*—a fundamental knowledge of what is going on and what it's all about. We have more than a suspicion that business has become intensely realistic—has chipped off the gilt and stripped for action.

There's compulsion behind the news of business these days that calls for fast action. To illustrate: a concern is loaded with raw materials. The trend indicates that the market will take a dip to a lower level. The President takes action. He calls for the inventory, for outstanding orders, for a list of contracts in negotiation. Does he say, "give me an inventory report—take your time—next month will do"?

He does not. He says: "Goddammighty, gimme the figures, NOW! Where's Smith?—Where's Jones?—Where's everybody?"

* * * * *

The men responsible for the *profitable* conduct of business, in an era of *shirtsleeve thinking*, have little time or patience for theory, unsupported opinion—or verbosity.

The Business Week is therefore welcomed by men who *must* have the *facts* of business—and have them *fast* and down to net essentials.

Since September last The Business Week has faithfully depicted the trend and outlook of business each week through a period of recession. It has called a spade a spade—made no attempt to coat prunes with glucose.

With the turn of the year The Business Week announced that business was on the up—would be back to normal by October. The evidence was presented—continues to be discussed from week to week.

Dealing with the *vital* news of business—the raw material of executive thinking—The Business Week has earned a recognition and reader acceptance without parallel. And this is confirmed by the fact that today The Business Week is the most widely quoted publication in the country.

* * * * *

The voice of your business in the advertising columns of The Business Week will be in the right place. You will be talking through a *responsible* publication to *responsible* men in their *responsible* moods.

THE BUSINESS WEEK

McGRAW-HILL PUBLISHING COMPANY, INC.

Contest management, to be effective, must provide ample time for working out the course of the campaign in all these details. The great importance of doing so is emphasized in the comment of Lee H. Bristol, vice-president, Bristol-Myers Company, which is running a contest on Ingram's shaving cream. He explains that steps were taken fully to inform dealers and salesmen at the outset through trade publication advertising. Druggists were acquainted with the impending contest and complete explanation was offered to the Bristol-Myers sales force in convention group meetings.

Typical of a contest that is restricted rather than general in its appeal is one conducted by the Bausch & Lomb Optical Company. It aimed to interest professional men, oculists, optometrists and opticians—who were asked to write a letter of not more than 350 words on "Why I Use Known Quality Lenses." The campaign had two objectives: First, its advertising value in increasing sales among those who would become interested in the campaign, and second, its information producing value in ascertaining the opinions of practitioners concerning lenses. The contest letters, it was expected, would provide new points of view which could be incorporated in future advertising.

While it was announced that there would be forty awards of either cash or merchandise, it was decided at the start that an honorary award of Bausch & Lomb merchandise would be made to every contestant. This was done for a double purpose, to build good-will and to "plug" a line of products which it is advisable, in the company's opinion, to have sampled among the trade.

As the prospects were professional men, management of the contest made it imperative that complete provision be made so as to attract a busy professional man's time and insure his favorable reception of the contest idea. Whether a professional man would engage in a contest, it was felt, would depend largely upon his appraisal of the ability of

those who would pass upon the entries. The company obtained the services of a board of judges made up of men of outstanding reputation in the professions and trades involved. Here is a major detail of contest management, a detail which ranks on a par with prize inducement. If handled astutely it will make a strong bid for contestant participation through the assurance that an impartial board of judges will pass on the merits of entries, their selections constituting honor by themselves.

Persuading People to Participate

One weakness of prize contests rests in the fact that desirable participants may be scared from entrance because of a feeling that they may not be adequately equipped to compete with the better informed contestants. Many companies specify that no special literary ability is required. Bausch & Lomb went a step further to persuade participation. The measures they took added to the effectiveness of the results sought in the campaign. A miniature library and bookcase was prepared as part of the literature designed to promote the contest and to encourage jobber tie-up. The bookcase contained ten volumes, each of which was devoted to one point of superiority in the manufacture of Bausch & Lomb lenses. The entire trade mailing list was told about these volumes in a series of eight mailing cards which were sent out periodically. The volumes were furnished on request only and they provided the recipient with considerable material which he was privileged to use in writing his contest letter.

There are some valuable pointers given in the observations of C. H. Ruffner, of the Eastman Kodak Company, who prepared details for the contest conducted by the Photographers' Association of America. The number of prizes, as in all contests, was determined by the available appropriation for the contest and its advertising. It was necessary to divide this appropriation so that there would be a fair sum of



"Uneeda Bakers"

Uses

Holland's

Main Office & Publishing House
DALLAS, TEXAS

The Magazine of the

SOUTH

New York, 52 Vanderbilt Ave.
Chicago, 122 S. Michigan Blvd.

Because:

they, like Shredded Wheat . . . Log Cabin Syrup . . . Post Toasties . . . Kraft Cheese . . . Quaker Puffed Grains . . . Snowdrift . . . Kellogg Corn Flakes . . . Three-Minute Cereals, and other nationally known food manufacturers, have realized, after a thorough study, that the market of the South is *different*. These seasoned advertisers have found that *only one* medium, HOLLAND's, thoroughly covers this unique and rich market of the South . . . their consistent yearly programs prove that it pays to include HOLLAND's on *any* national list.

**YOU CAN'T COVER THE NATION WITHOUT
COVERING THE SOUTH . . . AND YOU CAN'T
COVER THE SOUTH WITHOUT HOLLAND'S**

Four Years Old

DELINEATOR was born again in November 1926 and the October 1930 Delineator will close in less than 30 days.

What will its four-year record be?

It will be *first* in circulation gain among women's magazines.

It will be *first* in gain in advertising revenue.

It has also gained in the three and one-half calendar years through June 1930, more in advertising

DELINE

Present Guarantee A. B. C. Net Paid of 2,300 w Gu

Old In Thirty Days

gain space than four other women's
cto- magazines combined.

e in It will gain more than \$4,000,000
in gross advertising revenue during
be? 1927, 1928, 1929 and 1930.

gain The explanation is that the new
Delineator has kept pace with the
ertis- changes in thinking and tastes of
e and the great progressive wing among
ough home-making women, and that an
ising increasing number of advertisers
have found it out.

NEATOR

of 2,300 w Guarantee with April 1931 of 2,600,000

money for prizes, as much as possible for advertising and a sufficient amount of money for tie-up material which was furnished photographers free of charge. These items of the campaign determined the length of the contest.

Consumer contests, he believes, make it advisable to offer State prizes in order to stimulate local interest. A membership of 3,500 photographers, however, did not permit State prizes on an equitable basis of membership, so the United States was divided into six sections of approximately 20,000,000 population each. Sectional prizes were offered instead.

The total funds available amounted to \$104,990. This was divided as follows: Prizes \$20,000, which allowed for 444 awards; advertising \$56,110, and tie-up material, \$30,140. The contest ran over a period of about thirteen weeks.

Those contemplating national contests are advised, by one advertiser, to offer as large a number of prizes as is possible, to allot a portion of these to definite localities, to have grand prizes of sufficient size to be very attractive, and to get all possible assurance that dealers in various localities use local advertising to tie-in with the national campaign.

Certain matters in connection with contests are looked upon as deterrents. One is the impatience of entrants to learn what the judges' decisions are before these are reached. Twenty days after the close of one contest brought only a half dozen such inquiries. Another advertiser received but a few letters asking for advance announcements. Such inquiries, it is felt, are to be expected and are not a serious objection to the contest idea. The same sentiment exists regarding complaints from poor losers, few such letters being received. A good antidote is to send a letter or card of appreciation to all entrants which removes, somewhat, the disappointment of not winning.

An unsatisfactory feature of contests, it is stated, is the receipt of a mass of irrelevant material and a large percentage of low-

grade entries. The advertiser making this comment believes that more careful planning, should another contest be run, will result in more specific rules and instructions to help guide entrants in the right channels. In other words, the advertiser knows or should know what he wants and he should take pains to have these clearly set forth in his original announcement.

The mechanical work of conducting a contest is considerable. A large amount of detail is involved in planning rules, in preparing promotion material and in lining up the sales staff. The actual reading and tabulating of entries is no small job in itself. Yet, in the face of these difficulties, the advertisers questioned express themselves as satisfied with the results of the contests. They anticipate, as a result of their experiences, that successive campaigns will be more productive through more intelligent creation of contest plans and their operation.

Appoint Bowman, Hoge

The Provincial Paper Mills, Ltd., Toronto, has appointed the Toronto office of Bowman, Hoge, Ltd., advertising agency, to direct its advertising account. The advertising account of Chas. Desjardins, Montreal fur house, has been placed with the Montreal office of Bowman, Hoge.

J. E. Davis with Whitney Graham Company

John Erle Davis, formerly advertising and publicity director of the Kentucky Utilities Company, Louisville, Ky., has joined the Whitney Graham Company, Buffalo, N. Y.

Appoints Lamport, Fox

The National Lenders Corporation, South Bend, Ind., has appointed Lampport, Fox and Company, advertising agency of that city, to direct its advertising account.

Joins Cleveland Trust

Harold B. Kelly, formerly with the Elyria, Ohio, *Chronicle-Telegram*, has joined the advertising department of the Cleveland Trust Company, Cleveland.

With McCandlish Lithograph

L. A. Wegenaar has joined the sales staff of the McCandlish Lithograph Corporation, Philadelphia.

July 17, 1930

advertiser
believes that
should an
result in
instruc-
ants in the
er words,
or "should
and he
ave these
original

of con-
siderable.
ail is in-
in pre-
l and in
The ac-
ating of
in itself.
difficul-
oned ex-
ied with
s. They
their ex-
re cam-
roductive
creation
r opera-

loge

Is, Ltd.,
oronto of-
dvertising
r account.
a. Desjar-
been placed
Bewman,

itney

y
dvertising
Kentucky
Ky., has
Company,

Fox

poration,
ed Lam-
vertising
ts adver-

ust

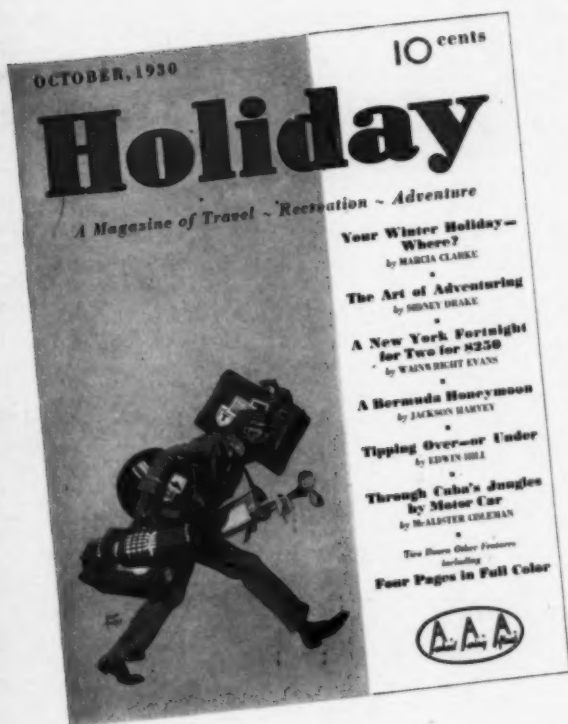
with the
am, has
t of the
reland.

ograph
the sales
aph Cor-

th

he

**-and what will be
this new**



**-of which you've
heard so much?**



HOLIDAY

—a magazine of travel, recreation, sport and adventure.

—published under the auspices of The American Automobile Association and superseding The American Motorist.

—will appear on the publishing scene with the October issue, on sale September 15th.

. . .

The initial print order will exceed 175,000, of which 50,000 will be for newsstand distribution.

. . .

Holiday will be priced at 10 cents a copy; by subscription, \$1.00 a year.

In appearance, contents and quality of audience, it will be a class magazine: with a page size

9 $\frac{3}{4}$

8 $\frac{1}{4}$

The

page

and

grap

trati

Cove

on

page

Engl

The

at \$7

ante

tion

To

for

Augu

made

ing th

the ra

which

insert

**9 $\frac{3}{4}$ x 12 $\frac{3}{4}$ inches; a type page
8 $\frac{1}{4}$ x 11 $\frac{1}{4}$ inches.**

The first issue will consist of 80 pages or more; richly illustrated and of exceptional beauty typographically. There will be illustrations in color.

Covers and inserts will be printed on coated paper. Inside text pages will be printed on 50-pound English finish.

. . .

The advertising rate will be fixed at \$750 a page, based on a guaranteed net paid average circulation of 150,000, A. B. C.

To advertisers who enter orders for advertising on or before August 20th, 1930, space will be made available up to and including the September, 1931, issue at the rate of \$500 a page—to secure which rate definite schedules of insertion will be required.





In the Service of The New Mobility

IT is high time for the appearance of Holiday. A magazine having to do with the New Mobility chimes sweetly with the spirit of these days.

An airplane view of America on any Saturday afternoon shows happy legions streaming out of city confines in the universal quest for new horizons.

Good roads, the automobile, the railroad, the steamship, the motorboat, the airplane, the modern hotel, all play their major parts in the new zest of Americans for the graces found in leisure hours.

Now Holiday comes to report and interpret the pleasures that Americans find in the hours after five o'clock, after Saturday noon, come vacation time.

Its readers? The holiday seekers; youthful minded, keen to forget desks and telephones and white collars, and get away for a space from the monotonies of monotoned living; alive, alert, sensitized, impressionable people who will welcome Holiday as a comrade, riding out with them on high adventure.

Every advertiser who sets his cap for the favor of the American traveling public will find in Holiday precisely the medium he has been seeking—and will benefit from a fast mounting circulation and an active, vigorous reader interest.

HOLIDAY

Published by the American Automobile Association, founded 1902; with more than 1000 affiliated motor clubs in the United States, Canada and Europe.

**National Headquarters, Washington, D. C.
Publishing Office, Chrysler Building, New York City**

*Advertising Offices in
New York, Chicago, San Francisco, Los Angeles and Atlanta*

e of lity

rance of
with the
e spirit

y Satur-
stream-
universal

ailroad,
irplane,
or parts
e graces

interpret
in the
y noon,

outhful
ephones
a space
living;
le peo-
omrade,
venture.

for the
lic will
a he has
a fast
rigorous

ended
the

City

a

Action

SO
the
sugg
train
the p
It
this

M

*This
Expl*

ther
the
auth
zest
open
A s
read
the
real
cirt
mor
book
mai

T
tiser
line
rate
eyes
to r
of c
sibil
the
mar

Pistol-Shot Pictures

Action Put into the Start-Off of a Composition by Means of Unusually Animated Picture Themes

By W. Livingston Larned

SOME advertisements possess that remarkable quality which suggests the start of a race, as a trained athlete is off and away at the pistol shot.

It is certainly advisable to inject this spirit into a composition, and

the wisdom of it is evidenced by the large number of displays based on "pistol-shot" getaway.

In layouts of this type, the illustration must be placed in top position, and have extraordinary vitality. This means that the entire



Make Every Shot Count!

This Winged Meteor Led Readers of a Western Ammunition Advertisement into Explanatory Text. The Same Dashing Tempo of the Illustration Saturates the Headline with Motion

there are parallels to substantiate the fact on every side. Wise authors strive to put tremendous zest and power and action into the opening paragraphs of their novels. A story is likely to claim more readers if it zips on its way from the initial line or so. Playwrights realize the value of tense first-curtain dialog and events. It is more difficult to open a direct-mail booklet, than to write the remainder of the text.

To what extent may an advertisement follow this plan? Headline writer and artist often collaborate in a "lead" that causes your eyes to dance and your imagination to respond jazzily. The illustration, of course, supplies the richest possibilities in this direction. That the idea is a popular one and that many advertisers have come to see

advertisement is foundationed upon first-paragraph momentum. The headline and the theme for the picture both contribute a liberal share of stirring movement.

An advertisement for Fafnir Ball Bearing Spring Shackles in every manner exemplifies this method of plotting out the display, and may be taken as a quite modern and successful pattern for those who wish to arrive at the same result.

"Don't Let Spring-slap Toss You in a Blanket!" is a headline indicative of the current campaign. Thus action is suggested even in the very words of the top-position statement. And the illustration! An all-action photograph has been taken of a man being bounced into the air from a blanket. He is superimposed against white paper

and there is no background to detract from the effectiveness of the flying coat-tails, gyrating feet and arms, and exceedingly expressive face.

The start of the page message is dynamic and not a little thrilling. It puts you in a proper mood to

earth, and almost hear the excited cries of the men and the slap-dash flutter of the cocks.

But the illustration and the headline, "Born Fighters," were a relevant comparison, leading normally into a sales argument: "Any barnyard rooster could be taught how



Don't Let **SPRING-SLAP** Toss You in a Blanket!

An All-Action Illustration and a Suggestive Headline Put You in the Proper Mood for the Text in a Recent Fafnir Bearing Advertisement

read the story. Here is life and "go" and eye-filling movement. This advertisement starts off with a rush.

Those who design layouts in this specific classification are dependent upon the copy. If the text is sluggish, both as to the manner of its wording and the ideas advanced, then there is little or no hope of any pistol-shot lead. For this is an inviolate rule of such advertisements: They must live up to the promise of their action get-away. The reader should not find that it is merely a picture and headline hoax to gain his interest. He doesn't wish any tricks to be played on him. There should be a legitimate reason for all this opening paragraph excitement.

A Pennsylvania Grade Crude Oil Association advertisement topped its space off with a Mexican cockfight. The crouched figures were gathered around the two birds in their embattled display of prowess. Action, and plenty of it! You could feel the beat of the tropic sun on the hard

to fight. But he wouldn't stand a chance against a thoroughbred game-cock. For the game-cock has the fighting instinct—inherited from generations of fighting ancestors. He is a *born* fighter.

"Pedigree is just as important to a motor oil as it is to a game-cock. For there are certain qualities a finished oil should have which can't be 'manufactured.' They must be inherited from the 'parent crude.'"

There is a quite irresistible quality to such advertisements as this. You are drawn on and on, into the fact matter of the story. That first, necessary reader interest is stimulated.

A pistol-shot start is highly acceptable to an age in which action means so much. We all demand it of our plays and our books. Why not in advertising, where interest is optional and competition for attention is so keen?

I believe you will admit that the public cannot and will not read every advertisement in a publication. There are too many issues, and they come along with too great

MODERN BAUER TYPE

● Has blazed the trail for
MODERN ADVERTISING

MODERN TYPE...BAUER TYPE, that is what started this great vogue for modern advertisements! That's what stimulated anew the imagination of the advertising world. New layouts... new type arrangements... fresh appeals which have renewed reader interest in the advertising columns of magazines and newspapers... all have resulted from the application of present-day art to type designing. Leading the field in this forward movement is the Bauer Type Foundry, creators of such outstanding successes as Futura, Bernhard Roman and Cursive, Lucian, Atrax and other new types.

● For example: on June 12, a check of two of America's greatest newspapers... the New York Times and the New York Herald-Tribune showed that seventy-six columns of display advertising were set wholly or in part in Bauer modern types.

THE BAUER TYPE FOUNDRY, INC. ♦ ♦

235-247 EAST FORTY-FIFTH STREET • NEW YORK



An All-Enclosed Composition Would Have Been Much Less Effective Than This Speedy Illustration from an Indian Motorcycle Advertisement—There Is Zip and Attention Value to This Picture and Headline

rapidity. It is fair to assume that people will read campaigns if they are receptive to certain purchases and are seeking definite information about a product.

This, however, is by no means the theory of the average advertiser. He hopes to win a disinterested person, by artifice and advertising persuasion, over to buying an article he didn't even realize he wanted and had not planned to buy.

Let us compare two displays for two breakfast cereals. In one there is a picture of the package alone, against an attractive enough still-life background. The other, a Quaker Puffed Wheat magazine page, starts at the top of the space with an illustration that fairly sings and throbs with movement. It is the now familiar "Food shot from guns" story, but from the mouth of a gun the particles of wheat spin into space, tumblingly, animatedly, filling a gray background with vivid action.

This is another quite definitely characteristic instance of the pistol-shot advertisement getaway, where eye and mind are made to respond immediately. And the idea is at its best when this unusual

action is in top position, at the curtain-rise of the message.

Now which of these two cereal advertisements will attract the most readers? The answer seems to me to be too obvious for comment.

No motorist will be able to pass the enlarged "character study" of the carbon-caked and fouled spark plug woven into the headline of the Perfect Circle advertisement, with its close-up study of what happens to this important unit of a car when wasted oil gets in its work. And the illustration proves that action is not always essential to a make-up of this kind. There is sufficient drama in the carbon-cruised plug as it is rendered by a competent artist.

In a typical Western Ammunition composition, one-third of the top space of the page was devoted to the whirling pen sketch of a hawk, in flight, swooping down as if about to snatch a defenseless chicken or a field mouse. And this winged meteor led you into explanatory text, not alone because of its directing action, but because of a dashing tempo that saturated the headline with motion.

"Make Every Shot Count!" exclaimed that headline, and the

The
Illu

hawk
speed
form
rais

"Fo
Blood
Moto
above
is a
tip-to
in a s

Mu
have
tion p
is nev
lustra
ter by
kind.
and s
too an

Som
which
phasiz

has d
headli
sylvan
tion ad
shows
with a
far for
its ins

"Cr
the co
the gu



before the crack of the gun has died away

The Pennsylvania Grade Crude Oil Association Has Employed an Excellent Illustration Idea Here—It Not Only Starts the Advertisement Off with a Bang But Is Skilfully Tied Up to the Subject of the Text

hawk's widespread wings and the speed lines trailing from them formed an admirable "curtain raiser."

"For a Man with Sporting Blood" almost shouts an Indian Motorcycle advertisement. And above its curved and active sweep is a man on a machine, going at tip-top speed right out of the page in a swirl of dust and movement.

Much less satisfactory would have been an all-enclosed composition placed lower in the layout. It is never advisable to surround illustrations of this lead-off character by borders or frames of any kind. They seem to stop motion and separate the artist's work far too arbitrarily from the text.

Sometimes a subject is selected which even more completely emphasizes the pistol-shot plan. "Won . . . before the crack of the gun has died away" is an excellent headline thought in another Pennsylvania Grade Crude Oil Association advertisement. The illustration shows the start of a foot race, with a very large figure, bending far forward as the revolver cracks its instructions.

"Crack!" says the first word of the copy, "and with the bark of the gun, a crouching figure hurtles

into a flying leap that means a headstart—and victory. For, other things being equal, it's the man with the headstart who wins.

"This is true in any race. And it's especially true in the race to make the finest motor oils. It's the oil with a headstart in inherent quality—the oil that is made from the highest quality crude—that gives you the greatest value for your money."

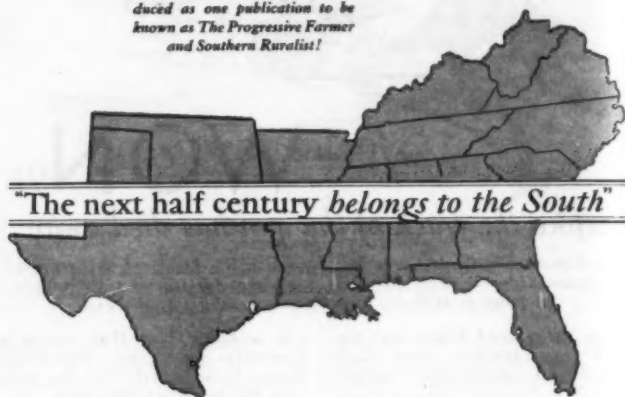
Do you observe how skilfully, how shrewdly, action at the get-away is arrived at with material virtually allied to such action?

Why should an advertisement have a sluggish getaway when it may as easily boast a "headstart" on its competitors? The race is likely to be to the swiftest, even in any consideration of advertising copy and illustration in this tremendous competitive race for popular attention.

Why not analyze copy for an advertisement, before a layout in pencil is so much as started, for some hidden action theme which will cause the space to vibrate from the very first word? If that inspiration for pistol-shot pictorial interest is not present, then it is likely that another piece of copy should be substituted.

Dominant Coverage

*Effective September first, 1930,
The Progressive Farmer and
Southern Ruralist will be pro-
duced as one publication to be
known as The Progressive Farmer
and Southern Ruralist!*



THE PROGRESSIVE FARMER and Southern Ruralist, which will be issued semi-monthly and in five separate editions, is the only publication offering *all* these advantages:

- 1 Dominant and economical coverage of a primary market.
- 2 Highly localized editorial service—with resultant reader influence—by the largest staff of full time editors of any farm publication.
- 3 Advertising rate of one-half cent a line per thousand subscribers.

One Million net paid circulation guaranteed. Rate effective September 1st, 1930, \$5.00 per line, equivalent to a page rate of \$3.64 per thousand subscribers.

of the agricultural South in this one publication

Recent fusion of the two leading Southern farm papers, to be issued as one publication (effective September 1, 1930), now affords an opportunity, unique in advertising procedure — an opportunity to dominate a vast primary market with one publication!

The new Progressive Farmer and Southern Ruralist reaches more than one million leading farmers, representing a vast proportion of the agricultural buying power of the South. No other single publication accomplishes this purpose with equal thoroughness and completeness. The Progressive Farmer and Southern Ruralist is essential to adequate coverage of the South.

Concerning Crop Values

The agricultural South alone produces approximately one-third of the entire crop wealth of the United States (36%—\$3,117,089,000 in 1929)—proof indeed of the purchasing ability of Southern farmers. Note this fact, also — Southern farmers own 32.4% of all automobiles on American Farms!

And now this entire primary market can be covered, dominantly and economically, with one publication — THE PROGRESSIVE FARMER and SOUTHERN RURALIST!

The Progressive Farmer AND Southern Ruralist

BIRMINGHAM

Raleigh Memphis

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Ave., New York, N. Y.

ATLANTA

Dallas Louisville

Western Representatives

Standard Farm Papers, Inc.
Daily News Bldg., Chicago, Ill.



The Cash Value of a Good Impression

The cost of an average letter is thirty-two cents. Its *paper* cost, printed on a cheap bond, is one-fifth of a cent. The paper cost, printed on Old Council Tree Bond, an all-rag bond, is twice as much—but that makes it only two-fifths of a cent. Isn't one-fifth of a cent a bargain price for the good impression gained of your letter, your firm and yourself?

Good appearance is an economy. It is lack of appearance that is costly. If you are investing for better sales returns, Old Council Tree Bond is not expensive—it is an unexcelled value.

Old Council Tree Bond

Use envelopes to match your stationery

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Neenah, Wisconsin

SUGGESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Y
ST
Chi
Yor
poch
T
Mar
unu
busi
Chil
was
San
Yor
Elec
pany
mile
prox
four
cost
unde
telep
and
weel
A
mod
savin
exec
recei

© New
The
of Ba

Your Pocketbook and World Trade

By Lucy A. Goldsmith

Big Business Profits Through Overseas Telephone Order

STRANGE as it may seem, an overseas telephone call from Chile, South America, to New York can have an effect on your pocketbook and mine.

The Westinghouse Electric and Manufacturing Company closed an unusual export sale recently. The business was secured from the Chilean State Railways. The order was placed by telephone from Santiago, Chile, with the New York office of the Westinghouse Electric & Manufacturing Company, a distance of roughly 5,000 miles. The order amounts to approximately \$500,000, and covers four electric locomotives. The cost of the telephone calls were under \$200. Without the overseas telephone, negotiations by letter and cable might have involved weeks, if not months, of delay.

Among the advantages of this modern method are a substantial saving in the time of highly paid executives, and additional orders received under unusually prompt

conditions for huge manufacturing plants, at a time when orders are much needed.

As a result what will happen?

Larger earnings for the company and its employees; added profits; more stabilized employment; steady wages; decrease of unemployment; increased consumption all along the line (toward your line and mine); and possibly increased dividends for investors at the end of the quarter.

A Pair of Silk Stockings

Strange as it may seem, a woman buying a pair of silk stockings in far-away South Africa had a very far-reaching effect on your pocketbook and mine.

Some time ago a well-known American hosiery manufacturer decided he was going to increase his already large export business. He went to South Africa, saw the country and conquered the market for silk hosiery. That market, added to the other world markets in which he enjoyed a well-earned sales distribution, enabled him to



© Newman—from Publishers Photo Service

The Purchasing Power of Costa Rica Is Largely Dependent on Its Heavy Export of Bananas. If It Does Not Sell Them It Cannot Buy from Us or Anyone Else

increase his total output considerably.

As a result what happened?

His costs went steadily down and down and so did his prices; he passed on his reduction in factory costs (through increased over-seas orders) to the ultimate consumer. His domestic customers obtained the advantage of his world trading.

And the advantages to your pocketbook and mine are obvious. If you will compare the retail selling prices of well-known brands of hosiery now with what they were a few years ago, you will find they are much less expensive—thanks partly, if not wholly, to one manufacturer's world trading proclivities, and profits.

Just a Cup of Coffee

Strange as it may seem, when you come home dead tired and feel like drinking "just a cup of coffee" did you ever think it had anything to do with your pocketbook and world trade? Well, it has, a great deal.

The price of coffee has declined in world markets to about half of what it was worth a year ago. This situation vitally affects the purchasing power of many countries.

The most important of these is Brazil, which produces almost two-thirds of the world's coffee. When coffee is down, so is Brazil. Just as our farmers are affected when their crops bring poor returns, so is Brazil. In addition, all the other coffee-producing countries drop to new "lows" of purchasing power. Those specially affected are Colombia, Guatemala, Costa Rica, Salvador, and somewhat less so, Panama, Mexico, Nicaragua and Java.

Brazil, to say nothing of the other countries mentioned, happens to be a large purchaser of our manufactured goods as well as our agricultural products and raw materials. It cannot buy when one of two things happen, or both. When its commodities drop to half its recent value overnight, or when tariff policies are put into effect, which restrict sales, business depression ensues. When these two

misfortunes befall Brazil at the same time it just becomes a calamity.

Strange as it may seem, it has all happened at once, and many of our factories are working below capacity and many people are faced by that hideous fact of unemployment. For that reason, our manufacturers and farmers are worried. They find they cannot sell so freely just now to Brazil or Colombia or Salvador or Costa Rica. And that reminds me how Costa Rica also comes into the picture again.

Yes, We Have No Bananas

Strange as it may seem, when a tiny Central American Republic, Costa Rica, contemplates an increased export tax on bananas, it has a direct effect on your pocketbook and world trade.

You will wonder what this has to do with you, me and the "man in the street." There is more than considerable truth in that merry little song title, "Yes, we have no bananas." We really haven't any—the majority of our bananas are imported from Costa Rica—a delightful little Republic of about 500,000 people. The purchasing power of Costa Rica is largely dependent on its heavy export of bananas. If it does not sell them, it cannot buy from us or anyone else. Ninety-five per cent grown in the country are exported by the United Fruit Company, an American concern. The greater portion of these huge banana crops are consumed by us of the United States, and, goodness knows, bananas are dear enough already. So let us hope that Costa Rica will reconsider the plans to place too high a tax on this fruit.

June Brides

Strange as it may seem to the fluttering June brides, they too manage to get their oar into the strange maze of world trade and your pocketbook.

The June brides of course are only thinking of trousseaux and wedding guests and honeymoon trips. Still the diamonds and platinum of wedding and engagement rings come in for attention.

THE PRINCIPAL PRINCIPLE



The snappy slogan of the profession of arms is—"Rotten colonel; rotten regiment." In the same way, a typographic organization is only as good in the body as it is at the head. The reputation we have gained *nulli secundus* rests upon the personal and practical direction of every phase of our activities by principals who watch the job, not spirals from a cigar.

LEE & PHILLIPS, INC.

228 EAST FORTY-FIFTH STREET, NEW YORK

Typographers Who Prove It With Proofs — Successors To

MONTAGUE LEE CO., Inc. • FREDERIC NELSON PHILLIPS, Inc.

GRAPHIC TYPESETTING CORP. • CAXTON TYPOGRAPHERS, Inc.

Well, that's where the secret lies. We just have to go outside the country and import diamonds and platinum. We do not happen to "grow" any. In so doing we are not defrauding any American workman of his rightful share of daily labor. In fact, we are helping him. How, do you say? Very simple. By importing diamonds mostly from South Africa, and platinum from Colombia and Russia, we open up avenues of purchasing power in these countries. These avenues very often turn our way aided and abetted by go-getting salesmen and world-visioned business leaders. Of course, occasionally such setbacks as tariff walls throw a brick into the happy family party of nations signing peace pacts.

Good-Will and Good Business

Strange as it may seem, nations are just like individuals; it pays to create good-will, and then to maintain it. A few weeks ago this thought was put into practical action by the formation of a "Cuba Good-Will Committee" by leading American business men. Its object is to stimulate friendly understanding between the United States and Cuba. This friendly understanding has had to sustain a few shocks of the first order lately. As you all know, Cuba literally lives from the sugar she produces. World prices on sugar, as in other leading food commodities and agricultural products, are at their lowest level that they have been in years.

On top of the depression in sugar and other things comes the new United States tariff. Well, that hits Americans just as much as it does Cuba, but Cuba is not consoled. She looks over our tariff wall and observes that we have many other resources to fall back upon and that sugar is about her one ewe lamb. She naturally takes it somewhat to heart.

Hence the Good-Will Committee. The names of its members almost form a roster of Big Business. This committee is not a phantasy of ideals and flag-waving jolly-good-fellows. Its members are out for business as well as good-will.

Other good-will missions of recent date have had their business desires modestly veiled. In the background they were there just the same. President Hoover's good-will trip to South America stands out vividly.

The Prince of Wales had made one just previously over the same territory. England wants, and very rightly gets, some of this world trade pie too. In fact, if she did not, we would be the immediate loser. England happens to be one of our best customers. If she in turn does not sell her goods in world trading, she cannot buy and we would soon be out of luck.

The advent of the little Lindbergh recalls the events leading to Lindbergh's good-will trip to Mexico and his subsequent romance and marriage. His trip helped greatly in smoothing over many difficulties we had with Mexico at the time.

Our world trade with Mexico does affect that pocketbook of yours. Whoever you are, you are affected by industrial conditions, and lack of peace and good-will with Mexico upsets many industries in the United States. When orders drop off from Mexico or Cuba or other parts of the world it may mean that your dividends are passed up, or perhaps factory workers are thrown out of employment, or the sales and office force reduced.

J. V. Buttelman Appointed by Music Supervisors Conference

J. V. Buttelman, formerly vice-president of Walter Jacobs, Inc., Boston, has been appointed executive secretary of the Music Supervisors National Conference. He will also be business manager and managing editor of the *Music Supervisors Journal*. His headquarters will be at Ithaca, N. Y.

Peters Publications Move Sales Offices to Chicago

Peters Publications, Inc., Kansas City, Mo., publisher of a group of contracting publications, has moved its executive sales and advertising offices to Chicago, where Alec Chesser, vice-president and general manager, will have headquarters at 185 N. Wabash Ave.

Leaves Peck

Lester A. Loeb has resigned as an account executive of the Peck Advertising Agency, New York.

● The soundness and capacity of an advertising agency may be estimated perhaps most convincingly by the duration of its periods of service to its clients.

| | |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------|
| MULHENS & KROPFF, INC., No. 4711 Glycerine Soap and other Toilet Products | 1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| THE YALE & TOWNE MANUFACTURING COMPANY, YALE Locks and Hardware | 1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| THOS. A. EDISON, INC., The Ediphone | 1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| PARAMOUNT PUBLIX CORPORATION, Paramount Pictures—Paramount Publix Theatres | 1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| WHITING PAPER COMPANY, Writing Papers | 1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| TERMINAL BARBER SHOPS, "Where the Promise is Performed" | 1919 '20 '21 — — — — — '28 '29 '30 |
| THE TEXAS COMPANY, Texaco Petroleum Products | 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| S. W. FARBER, INC., Adjusto-Lite, Farberware | 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| BRILLO MANUFACTURING COMPANY, INC., Brillo | 1921 '22 '23 '24 '25 '26 '27 '28 '29 '30 |
| EDISON STORAGE BATTERY COMPANY, Storage Batteries | 1925 '26 '27 '28 '29 '30 |
| KOLSTER RADIO CORPORATION, Kolster Radio | 1927 '28 '29 '30 |
| G. CERIBELLI & COMPANY, Brioschi | 1927 '28 '29 '30 |
| THE GEORGE W. LUFT COMPANY, INC., Tangee Lipstick and other beauty aids | 1927 '28 '29 '30 |
| McKESSON & ROBBINS, INC., Pharmaceutical and Toilet Preparations | 1928 '29 '30 |
| ROYAL TYPEWRITER COMPANY, INC., Typewriters | 1928 '29 '30 |
| DE FOREST RADIO COMPANY, De Forest Radio Tubes | 1928 '29 '30 |
| NORTON DOOR CLOSER CO., Door Closers | 1928 '29 '30 |
| I. OLLENDORFF CO., INC., Ollendorff Watches | 1928 '29 '30 |
| A. & M. KARAGHEUSIAN, INC., Gulistan Rugs | 1929 '30 |
| UNITED HOTELS COMPANY OF AMERICA, World's Largest Hotel System | 1930 |
| PHOENIX HOSIERY COMPANY, Phoenix Hosiery | 1930 |
| PACENT ELECTRIC COMPANY, Phonovox Electric Pick-up and Radio Devices | 1930 |
| PACENT REPRODUCER CORPORATION, Talking Motion Picture Equipment | 1930 |

HANFF-METZGER, INC. ADVERTISING

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

HANFF-METZGER of California, Ltd., 450 Western Pacific Bldg., Los Angeles, Cal.

P H I L A E

Philadelphia's present construction program is the greatest in her history. (The photograph looks down upon the changing business district.)



A unique newspaper condition has created this sales opportunity

PHILADELPHIA—the City of homes and home owners, where one billion dollars is expended yearly in retail shops, earns an important place in any sales plan, today, because of a unique newspaper condition.

Philadelphia is the metropolitan area where one newspaper is read in nearly every home. For thirty-five years The Evening Bulletin has kept pace with Philadelphia's growth. Reporting news sanely and moderately; gaining the confidence of business . . . of the home.

In Philadelphia and its suburbs, there are 572,600 homes, and The Evening Bulletin's average net circulation of 555,711 copies daily is

concentrated almost entirely in this trading area

In all America, there is no similar sales opportunity: Philadelphia homes give this market permanent; diverse manufacturing gives it buying power, her port and rail facilities give it accessibility, and The Evening Bulletin gives thorough advertising coverage, at a low

THE EVENING

WILLIAM L. McFARLANE, PUBLISHER
CITY HALL SQUARE

New York Office: 247 Park Avenue
Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 100 Montgomery Street

A E L P H I A



In Philadelphia's suburbs, where homes are mansions, and buying power abounds, The Bulletin far exceeds the circulation of any other newspaper.



EVING BULLETIN

AM L. Mc

SQUA ILA DELPHIA

Park Ave. Office: 333 N. Michigan Ave.
 ette Boul. Francisco Office: 681 Market St.

An available water-front of fifty miles, dotted by 267 wharves and docks, forms the port of Philadelphia. During the first four months of 1930, gross tonnage increased to 17,399,214—a 10% gain over the same four months of 1929.



THOSE WE SERVE are our BEST REFERENCES!

As qualified representatives of over one hundred leading radio stations—the sole function of Scott Howe Bowen, Inc. is the sale of station time. Our only connection with recording studios and talent organizations is in the unbiased and intelligent advice we give our clients. We are equipped, however, to supervise the production and distribution of recordings, when this service is desired.

With a complete and efficient organization, we are now serving a long list of satisfied clients—among whom are many who stand highest in the advertising world.

As representatives of the leading radio stations throughout the country, we stand ready and willing to help you. A call from an advertiser or advertising agency to any of our offices will bring expert counsel on advertising's fourth dimension.

SCOTT HOWE BOWEN, Inc.

274 Madison Avenue

New York City

Ashland 7356-7357-7329

1106 Fisher Bldg.
Detroit, Michigan
Northway 2727

180 N. Michigan Ave.
Chicago, Illinois
State 5224

10 High Street
Boston, Mass.
Hancock 4324

Fi

PRO
sit
out i
for p
We
manu
to pr
of th
our s
than

Sel
profit
create
kets.
sales
jectiv
econ
destr

The
laws
under
fore t
reache
tions.

The
manuf
crease
Two
out m
merly
creasi
plovee

Duri
total n
in man
per ce
more
than in
to sell
articles
in orde
ing pla
two-thi
capacit
propor
today.)

If w
capacity
dustries
except
ing co

First of All Find Out Your Profit Requirements

There Are Economic Laws Relating to Selling for Profit That Function for All Products Alike

By W. L. Churchill

Industrial Economist, Evans, Kip & Hackett, Inc. (Advertising Agency)

PROFIT is an economic necessity. We cannot progress without it. Profits create new markets for products and services.

We need new markets. Our manufacturers today are averaging to produce only about two-thirds of their normal capacities because our sales forces fail to sell more than this amount.

Selling for the correct economic profit as a primary objective will create and develop the needed markets. Selling efforts directed toward sales volume as the primary objective and at a sacrifice of the economic profit, wholly or in part, destroy potential markets.

These are economic truths or laws which sales executives must understand and be governed by before they can attain the efficiency reached by production organizations.

The average production per manufacturing employee has increased 53 per cent since 1910. Two producers are now turning out more than three produced formerly and we are constantly increasing our production per employee-hour.

During the period 1910-1928, the total number of employees engaged in manufacturing has increased 36 per cent. We have 108 per cent more products to distribute today than in 1910. We are now required to sell more than twice as many articles of manufacture as in 1910 in order to keep our manufacturing plants effectively occupied at two-thirds of their single shift capacity. (This is the average proportion of capacity being sold today.)

If we were to sell the full capacity of our manufacturing industries (operating one shift only except for those industries requiring continuous operation), we

would have to sell more than three times the number of manufactured units sold in 1910. Our distributive forces have fallen behind our productive forces to this extent.

The increase in our population 1910-1928 has been little over 30 per cent. This population, plus some slight additional foreign trade, at the end of this period is absorbing 108 per cent more goods, or roughly 60 per cent more per capita.

Obviously the distributive function of our economic structure has not kept pace with the growth of our productive capacity. Our sales results have not equalled our production ability.

The Reasons

There are two major reasons for this condition. First, we have not provided sufficient money for our population to purchase the possible output of our manufacturing plants. Second, our sales effort has not been directed primarily toward selling at a profit on normal volume (thus providing additional money to purchase more products) but rather has been unsuccessfully expended toward securing volume sufficient to maintain production at capacity, regardless of profit.

It has been estimated that manufacturers should be collecting seven and a half billion dollars more profits per year. This is equal to \$60 per capita or about \$300 per family per year.

If manufacturers were earning and redistributing this huge amount, a large part, if not all, of the present idle capacity would be required to produce sufficient goods to supply the demand created by this increase.

When we have this additional amount to spend we will spend it and sales effort will become rel-

actively more effective than is possible when trying to sell to an exhausted pocketbook.

Where are we going to get this increase in income? Simply by making operations as profitable as they should be upon present normal (two-thirds of capacity) production—profitable to all, employees, owners and customers.

Fortunately this is possible for the individual units which make up our manufacturing industry. The increase in net income does not depend for its success upon mass acceptance and application of these economic principles.

Individual manufacturers can earn their normal profits and place themselves upon a stable and highly profitable basis, even in the face of severely competitive conditions.

The time has arrived for the sales function of manufacturing organizations to recognize that their own obligation is the production of profits through their ability rather than looking toward further reduction in production costs to secure the necessary increase in net profits.

What the Sales Division Should Know

Before the sales division of a manufacturing enterprise can perform its function properly and insure necessary net profits, it must know the basis upon which it can successfully operate. It must know what total net profit (per annum) must be earned to insure perpetuation of the business; enable it to keep pace with changes, development and growth; and to pay cash dividends to stockholders and owners.

There is a definite basis for determining this minimum profit—a basis that is founded upon applied economics and has no fixed relationship to capital investment or sales volume.

What should this profit be? Not one firm in ten even thinks in terms of a sufficient amount—and not one in a hundred arrives at profit requirements through logical application of economic principles. The most vital element of all manufacturing and selling effort,

Profit, is the least understood and the most subject to whims and caprices of those responsible for its attainment.

Answers to a questionnaire submitted to eighty-seven manufacturing firms disclosed nine different bases and thirty-five rates for their profit determination. Not one of these firms (whose sales were all over \$1,000,000 per annum each) submitted an answer based upon economic reasoning. Only eight had profit ideals of sufficient amount; all of the rest had profit objectives too low to insure perpetuation of their businesses, even should they succeed in attaining their ideals. Several firms needed to earn double their estimated profits while still others required three and four times their estimated requirements.

Here is a subject the sales division should be most vitally concerned about. Sales are not made for the ultimate purpose of distributing products broadcast but as a means to earn profits.

When profit requirements are thoroughly understood, it becomes necessary for those responsible for the distribution to place these products at prices that will insure proper profits when the firm's proportion of the entire industry's capacity has been disposed of. The firm that figures it has sales ability greater than competitors, and can quote prices that will earn a normal profit only upon abnormal volume is defeating its own end. Such a firm may sell the abnormal volume but will not earn profit commensurate with its effort. Correct profit always parallels selling effort.

It is not a matter of sentiment that should govern manufacturers in making their normal profit upon normal production; it is economic law, the violation of which exacts a penalty. Ignorance of this law does not lessen the severity of this penalty.

To observe this law it is necessary that those responsible for the sale of manufactured products be fully acquainted with the proportion of total capacity the buying public can be expected to absorb under normal conditions. When

this
built
estab
W
ing
res
the
that
effor
price
net
quot
W
lati
unde
sellin
come
tic.
be m
res
be de
profit
isfact
Eco

A
eration
the
Based
levy
advert

The
til M
small
tion, w
surpris
turnov
our m
000 in
represe
sales w
three
laid o
droppe
before.

For
the trav
tons of
advertis
both in
mines.
tainers,
used, n
plover
ways pr

The
has de

this is known, a proper basis for building up selling prices can be established, and not before then.

When capacity ratios for pricing have been determined, the next responsibility of the distributors is the determination of the amounts that must be expended on selling effort to insure distribution at prices that will earn the required net upon the normal production quota.

When the economic laws relating to selling and to profits are understood, the determination of selling and advertising budgets becomes simply a process of arithmetic. These budgets need no longer be matters of guesswork, opinions or desires; neither need they be desperate attempts at correcting profit conditions which are unsatisfactory.

Economic laws relating to sell-

ing for profit function on all products alike. Spend the amount that should be spent for effective and profitable distribution of normal production at proper prices and full profit will be realized. Spend one-half the proper amount and, be it ever so effectively expended, the net profit will rarely exceed one-half of what should be earned. Reduce this budget to 25 per cent of the proper amount and profits usually will disappear entirely.

The existence of this law and the factors that govern it is not generally known and appreciated by manufacturers. When it is known and understood, a much greater amount will be expended in selling effort, in advertising and in all the various distribution channels—for profits can only be obtained in definite ratio to effective sales effort.

Not a Fish Story

A PENNY a pound is all that the British Trawler's Federation assessed itself in 1928 when the fishing industry was low. Based on the year's turnover, the levy made £43,000 available for advertising.

The advertising didn't start until March, 1929, and it was in small space, packed with information, well illustrated. Results have surprised all Britain. The year's turnover of the Federation was, in our money, approximately \$5,500,000 in excess of the previous year, representing an increase in fish sales of 37,000 tons. Seventy-three new trawling vessels were laid down. (The number had dropped to thirty vessels the year before.)

For every ton of fish docked, the trawlers used four and one half tons of coal. So the fishermen's advertising increased employment, both in the shipyards and the coal mines. Packers made more containers, more ice was made and used, more laborers secured employment on the docks. The railways profited.

The Minister for Agriculture has described the "amazing re-



There's all the health of the sea in fish. Fish is rich in phosphorus that food the nerves. Fish is nourishing and satisfying but cooks easily digested than other solid foods. Doctors have always recommended fish for children and brain workers.

The seas surrounding our island teem with different varieties. Don't eat them or four kinds only. Ask your fishmonger to give you something new every day.

EAT MORE FISH

sults" of this campaign, using government figures to prove his point. Definitely direct in its copy appeal, the campaign told the public to buy a certain kind of fish, cook it in a particular way, and described the value of well-cooked fish as a food.

The incident proves again that small space, if it is informative, interesting, consistently used and well merchandised to the retailer, can produce results out of all proportion to its size.

Modern Advertising Can Be Beautiful and Readable

The New Type Faces Justify Themselves Just as the Modern, Beautiful Automobile Justifies Itself

By Paul M. Miller

Of the Potts-Turnbull Advertising Company

THE article by Brian Rowe in PRINTERS' INK, June 12, is merely another disguise for the age-old question: If it is Art, is it practical?

Many people look askance at anything new and particularly in the field of art when they do not understand it. They sneer because they cannot comprehend.

It seems to me that the new types justify themselves in much the same way that the new designs of motor cars do. A few years ago it was sufficient for manufacturers to make cars that would run. A little later they added certain conveniences such as electric lights, starter, etc. These did not make the car any less good; they made it better because they made it more convenient.

Now manufacturers have clothed the mechanical efficiency of the modern motor car in modern dress which has been created by the designer-artist. Does this make the mechanical efficiency of the motor car less desirable? Of course not. It makes it more so, because now we have a thing of beauty and a thing of efficiency, both in one.

Up until recently no new type faces of markedly different appearance had been created for centuries. An advertisement which was legible was considered effective. Indeed many of the greater advertising agencies have for years taken the format of the newspaper as their guide, on the assumption

that because it is the most widely read of all publications it is the most easily read. But even the newspapers have lately become conscious that improvements could be made in their typographical style.

An advertisement which looks

Exquisite colors—wonderfully lively details of texture and finish. RealSilk Hosiery pleases more women than any other hosiery sold! RealSilk Hosiery women have had a voice in its perfecting, during these ten years that RealSilk Hosiery has been sold to them by RealSilk Representatives in their own homes. Their comments, suggestions, have helped to make RealSilk the favorite.



Lady Eglantine
Hazel Kellum
Lynn Fennema
Elaine Fennema
Guthrie Harford
The RealSilk Fashion Committee



Beauty of the woman everywhere—this is the reason that RealSilk Hosiery is so popular. It is the favorite of a Fashion Committee of five famous models, in your own home, with your dress and RealSilk Hosiery. RealSilk Hosiery is sold only by RealSilk Representatives who call on your home. RealSilk offices in 225 cities in the United States and Canada. The RealSilk Hosiery Co., Inc., Indianapolis, Indiana 10, U. S. A.



Ask the RealSilk Representative to show you RealSilk's newest, most attractive—style 100—hosiery, worn toward the knee with the cut which if it is not selling at your home, please your local RealSilk office.

the new REALSILK hosiery

Modern Advertisements—Such as This—Are Easier to Read than the Mail-Order Type and Hence More Likely to Be Thoroughly Read

easy to read is much more likely to be read than one which looks hard to read. Some of the considerations which make type easy to read are:

Regularity of the lines making up the letters.

Width of type line.

Space between lines.

Who Reads Needlecraft?

1,000,000 and more housewives of a superior type—creative—progressive:

the woman whose home is a challenge and an inspiration to the neighborhood —

the woman who understands the satisfaction derived from the contemplation of a well-ordered home —

the woman who knows the fineness of living —

the woman who matches her napery —

the woman who understands the added enjoyment that comes from the possession of a lovely dining room — a dainty bedroom — this loveliness and daintiness the product of her own deft, intelligent fingers —

the worthwhile housewife of her neighborhood.

CHAS. W. CORBETT

Advertising Director

NEEDLECRAFT

the Magazine of Home Arts

Boston
Dorr, Corbett & Dutch
294 Washington St.

San Francisco
Blanchard-Nichols-Coleman
Hunter-Dulin Bldg.

New York
Chrysler Building

Atlanta
Blanchard-Nichols-Coleman
Grant Bldg.

Chicago
Blanchard-Nichols-Coleman & Johnston
Palmer Bldg.



CAN YOU RECOGNIZE THE GENTLE ART OF SUBSTITUTION?

ONE reason women often fail to recognize substitution is the fact that it is usually done with a suave word and a smile. You go to the corner store and ask for one brand—you come out with another.

The brand you had in mind was known to you by reputation, by experience, by its advertising, or by all three.

The one that was sold to you was unknown by any of these standards.

Stop to think. Do you want these strange products? Even when they masquerade as "bargains"—although sometimes their prices are the same or higher than well-known, advertised brands—ask yourself how you can measure their quality.

Of course they have a name, a package and a pretty label.

And you have learned by years of experience to believe that

July 17,

packag
sold in

In fact,

Advert

Substitu
in the iRead th
heard b
lished
magazin
that heIf not—
cept for
moneyPowerfu
upon thPICTO
rarely o
and advBecause
for thos
cause P
two and
frank di

* Note to
lower pri
money by
made a st
number of
come from

C. One
newspap

packaged and trade-marked goods are better than goods sold in bulk.

In fact, packaging and advertising have gone hand in hand.

Advertising taught you to trust what you found in the package.

Substitutes know that. They are trading today upon your confidence in the integrity of what a package contains.

Read the label on the package. Does it have a name you have heard before? Has that name, and what it stands for, been published in the advertising pages of your favorite newspapers or magazines? Has the maker of that product been so proud of it that he has wanted to tell you about it in print?

If not—why should you buy it? Why should anyone sell it—except for a hope (and usually a mistaken hope) of making more money on the sale?*

Powerful forces are at work to foist unknown and untested brands upon the public.

PICTORIAL REVIEW believes that these unknown products rarely offer quality and purity as certain as you will find in known and advertised goods.

Because of this fact—because of a sincere desire to say a word for those stores which offer you articles of known quality—because PICTORIAL REVIEW wants to reach even more than the two and a half million families who are its regular readers—this frank discussion is published here.

* Note to dealers: Slow moving private brands are often sold to you at lower prices, and with the argument that this will enable you to make more money by handling them. The U. S. Department of Commerce recently made a study of this situation and reports that *a few cents more on a smaller number of sales bring in less real money than the continual volume of sales which come from handling articles the public knows, wants and buys with confidence.*

❶ Refuse substitutes; buy the advertised brand every time!

❷ One of a series of advertisements—full pages—metropolitan newspapers—published by PICTORIAL REVIEW in the interests of advertised merchandise!

Do Banks Know?

BANK STATEMENT ADVERTISEMENTS JULY 1ST

JERSEY OBSERVER

32 Banks

17,160 lines

SECOND PAPER

17 Banks

8,213 lines

The local banks know the local newspaper situation pretty well—You're safe in following with your advertising money where they spend theirs.

Jersey Observer

Hudson Co., New Jersey's largest newspaper

Prints more advertising lineage
than any other newspaper
published in Jersey City,
Union City or Hoboken, N. J.

Offices

Jersey City — Hoboken — Union City

GILMAN, NICOLL & RUTHMAN
National Representatives

New York : Boston : Chicago : Detroit : San Francisco

Abse
copy.

Such
Bernha
modern
are eas
above

Some
which
type a
opinion
ing the
words,
pictures
tegral
ture?

it mean
get the

It see
trasting
advertis
copy br
of type
odd size
and the
tures, a
the mod
tisement
to its di

But
mail-ord
maintain
read. A
in order
job and
make th
necessar
able.

It is
that M
Dorothy
newspap
graphica
learned
vertising
illustrati
them. I
words in
capitals
line make
paragrap
ticle is so
too long
the size
use of va
same pa
hard to
paragrap
which p
hard for
there is
article by

Absence of irregular shapes for copy.

Such types as Futura, Kabel and Bernhard Gothic are justifiable in modern advertising because they are easier to read as judged by the above considerations.

Some of the very causes for which Mr. Rowe criticizes modern type are the things that in my opinion make it justifiable. Granting that pictures sell as well as words, is it not consistent that both pictures and type should be an integral part of the advertising picture? If one dominates the other it means that the lesser will not get the attention it deserves.

It seems that Mr. Rowe is contrasting the old mail-order type of advertisement which had lots of copy broken up into different sizes of type for various paragraphs; odd sizes of headlines stuck in here and there; type run around pictures, and devices of this sort, with the modern merchandising advertisement, and showing up the latter to its disadvantage.

But no one who has prepared mail-order advertisements ever maintains that they were easy to read. A lot of copy was necessary in order to do the whole selling job and every artifice was used to make the large amount of copy necessary go into the space available.

It is difficult for me to believe that Mr. Rowe is taking the Dorothy Dix column from the newspaper as a model of typographical style. If anything I learned about the principles of advertising psychology is right, this illustration violates almost all of them. Its headline has too many words in each line. The use of capitals for every word in the headline makes it hard to read. The first paragraph of the body of the article is set in lines which are much too long for convenient reading in the size in which it is set and the use of varied column widths in the same paragraph is exceedingly hard to follow. The following paragraph is of a different width, which psychologists say is also hard for the eye to follow and there is no way of skimming the article by means of sub-heads and

the like and get the sense of it.

Finally, it seems to me that the answer to this whole discussion lies in the answer to this question:

Will type be read more if it is easy to read and does not overshout? Or will it be read more if it contains a confusion of type lines of varied lengths, several different sizes and fonts of type, odd shapes for copy, etc., all of which the psychologists tell us are an effort for the eye to follow?

I rest my case for the modern on the logical answer to this question.

San Antonio to Continue Advertising

The City Government of San Antonio, Texas, has renewed its municipal advertising contract for the ensuing year. With an appropriation of about \$135,000 the city will continue its advertising campaign promoting the commercial and industrial advantages of the city, using Northern and Eastern newspapers and farm and class publications. Coulter & Payne, Inc., advertising agency of that city, will continue to handle the account.

Appoints Lyddon, Hanford & Kimball

The Infant Wear Company, Perry, N. Y., has appointed the Rochester office of Lyddon, Hanford & Kimball, Inc., advertising agency, to direct its advertising account. Magazines and direct mail will be used.

Elks Again Honor Lloyd Maxwell

Lloyd Maxwell, president of Williams & Cunyngnam, Inc., Chicago advertising agency, was re-elected grand treasurer of the Benevolent and Protective Order of Elks at the organization's recent convention at Atlantic City, N. J.

Joins "True Detective Mysteries"

J. W. Burnham, formerly advertising manager of *The Ring*, New York, has joined the Eastern advertising staff of *True Detective Mysteries*, of that city.

Death of Miss M. J. Lidle

Miss M. Jane Lidle, engaged in advertising work for many years with Thomas A. Edison, Inc., Orange, N. J., died recently at West Orange, N. J.

Arthur A. Starin, formerly advertising manager of The Hospital Specialty Company, New York, has been appointed advertising manager of the Melrose Hospital Uniform Company, also of New York.

Seven Sources of Waste in Advertising

They Should Be Carefully Pondered Every Time You Are About to Release an Advertising Campaign

By Aesop Glim

HOW often do you hear advertising men bewail the inefficiency of the great mass of advertising appearing in current publications? How frequently some writer becomes specific and asserts that 80 per cent of all advertising is to some degree (greater rather than less) inefficient; with the subtle inference that he is one of those helping to produce the remaining 20 per cent! Old Aesop Glim has certainly been guilty of some such statement at least once in the course of these PRINTERS' INK diatribes.

Yet, disregarding the contortions by which we thus endeavor to pat our own backs, we may definitely conclude that where there is so much smoke, there must be much fire. If advertising men are willing to admit that their competitors are so frequently guilty of inefficiency, we may well believe that there are constantly recurring sources of waste in advertising expenditures. And we may therefore spend some time profitably, if we endeavor to clarify some of the combinations of circumstances which do tend to introduce wastage or, at best, lessened efficiency into our advertising efforts.

There must be at least a few danger signs which we can learn to look for, and spot, before we give a final go-ahead on the expenditure of perfectly good advertising dollars. The more reefs and shoals we can chart in advance, the smoother the voyage we can promise ourselves and our fellow expeditors.

Lack of co-ordination is surely the first and most frequent cause of advertising waste. And by lack of co-ordination, I mean the failure to co-ordinate advertising efforts with the activities in all other phases of business—manufacturing, distribution and merchan-

dising efforts, primarily; possibly financing or styling.

Under such a broad definition, we could probably include every factor which can in any way tend to reduce the efficiency of advertising efforts. But let us use this definition solely for the more glaring and obvious errors it describes—and set ourselves some other definitions for faults which are sufficiently distinctive to acquire separate categories. Before we consider those, let us deal with one or two examples of glaring lack of co-ordination.

I once took part in the solicitation by an advertising agency of a newly formed tooth-paste company. At that time, the young company had its product on sale in every important drug store in one important section of one important city—and nowhere else. The president of the tooth-paste company told us that twenty-one advertising agencies had solicited his account thus far and that, of that number, twenty-one had recommended his using a large, national, weekly magazine as the backbone of his immediate advertising efforts!

A Failure in Co-ordination

I would call that a failure in co-ordination between distribution and advertising. Fortunately, the president of the company was stubbornly imbued with the idea that he was not yet ready to use any national publication.

If you would like to witness an amusing, invariable and tragic failure in co-ordination between merchandising methods and advertising efforts, study the automobile field. First, study briefly the advertising done by each of the four or five leading manufacturers of cars in any given price class. With care you will discover that their advertising does differ slightly, one from

the other. You at least feel that the writer of the advertising in each case was enthusiastic about the car described and that he considered it different and superior.

Now go out and shop the local dealers for the same cars. Expose yourself to all the salesmanship and demonstrations each has to offer. Don't lead the conversation, but let each dealer feel that you are fully receptive to whatever he has to offer.

(If you haven't time to make this experiment, take my word for it. I have done this very thing recently.)

After listening to the selling efforts of the salesmen for five cars in one price group, you will not have the slightest sense of any differences between the five cars offered. At best you will recall only the differences in the personalities of the salesmen.

Yet the cars do differ; and to some extent the advertising campaigns differ. But the feeble sales efforts do not differ. Broadly speaking, any one salesman might have been describing any of the four competing cars. None of the salesmen has, to any appreciable extent, been schooled to tell the same story as is told in the advertising done by the parent company. Merchandising methods and advertising efforts are working along divergent lines; where they do not actually conflict. Neither is of the slightest use to the other.

We need not multiply the horrible examples. We can say in a paragraph: Advertising *must* be co-ordinated with all other phases of the company's business. Salesmen must tell essentially the same story as the advertising tells; advertising must cover the points of distribution—and no others; advertising must be geared, as to media, to cover the exact types of outlets used; advertising must describe the exact goods which are being manufactured; advertising must not greatly precede the actual delivery of the goods to the outlets; advertising must not be geared to a different styling from the styling of the merchandise described (consider, for instance, a coal range pictured by Drian).

Advertising against unknown factors is quite apt to lead to inefficiency. The unknown factors may be many things to many different products—uncertain business conditions, unknown plans of a competitor, hazards of the weather. The only principle we can set up is: Hold off until you have come to know as many of these factors as possible; then go ahead with your eyes open, recognizing the probable existence of factors still unknown, ready to alter your course as rapidly as they loom up. If there is good reason to sail an uncharted sea, by all means make the trip, but recognize that your course is uncharted, that you are going to learn by trial and error.

* * *

When competition is over-keen there is always the tendency to over-advertise. Waste arises because all parties—in both sales and advertising departments—are too prone to keep their eyes on their competitors instead of on their customers. The temptation is either to out-advertise the competitor or to take business away from him. Whereas, most often, the formula should be simply: how much business do we want, how much do we need, how much money are we justified in spending to get it? In other words, sound business strategy may indicate that the thing to do is to keep your eyes off your competitors, on your prospects and go quietly after the quota set. I speak on behalf of the balance sheet, not the possible moral victories.

* * *

To say that *wrong methods* cause waste in advertising would be altogether too trite, were it not for the fact that certain types of wrong methods are too frequently apparent; three in particular.

Poor selection of media—such as advertising a woman's product in a man's publication; or the use of general publications for jobs that should rightfully be done by business papers. In every such case, there is a preponderant waste circulation—and the higher cost in advertising is the circulation.

Space units too large or too small—on which subject I dis-

coursed at length in the July 3 issue of PRINTERS' INK. There is usually some one size of space unit which will produce results at a lower-cost-per-result than all other sizes. It pays to experiment.

Use of a weak appeal—on which subject I have an example at hand. Certain safety razor manufacturers could tell a convincing and truthful story on economy; they could prove that the use of their methods would save a man \$6 to \$9 a year on his shaving costs. But you don't see economy stressed in any of the publications, for the simple reason that these manufacturers took the trouble to find out in advance that men want smooth shaves, clean shaves, quick shaves (in about that order); and don't give a hang about economical shaves. Logical as it might appear, economy would be a weak appeal, whether presented in dollars or percentages.

* * *

Last of the causes of waste in advertising which we will mention today is—*untruthfulness*. Even though we heed all the warnings listed above, our advertising must be truthful, if it is to operate at full efficiency. You may be selling only a few hundred grand pianos—but one satisfied customer will help you sell the next—or one sucker will warn the next. Or you may be out to sell cigarettes by the billion, where each customer must not only boost you to others, but come back himself for more. By whatever degree you digress from simple honesty, you may accept it as a principle, by that or a greater degree your advertising will sooner or later begin to lose its efficiency. (And once again I speak on behalf of the balance sheet, rather than the possible moral victories.)

* * *

By way of summary, we may do well to keep seven questions on hand, to be answered in full each time we are about ready to release an advertising campaign.

1. Is our advertising co-ordinated with every other phase of the business—so that each division will give maximum support to every other division?

2. Are there any unknown factors—to be watched for as the campaign progresses?

3. Are we over-advertising—through false ideals of beating our competition?

4. Is our media selection right?

5. Are our space units the right size?

6. Is our advertising appeal the most effective?

7. Is our advertising essentially truthful?

There are doubtless many valid questions which might be added to this list. If you have some additions to make, why not put them into a letter addressed to the ever-garrulous Aesop Glim—care of the Station to which you are listening?

Medical Group's Food Copy Regulation Shows Progress

The American Medical Association's program of maintaining scientific standards in the use of health appeals in advertising has progressed in a "remarkable manner," according to a report of the Committee on Foods presented at the organization's convention at Detroit. One hundred and eighty-six food products have been submitted to the committee since co-operation of manufacturers was first solicited last October. Of these, fifty-seven have been accepted to date and given permission to use the "Accepted Foods" emblem of the association in their advertising.

The response of food manufacturers in submitting their products for approval has been far greater than had been anticipated, it was stated, and eagerness to co-operate has been indicated in most instances. Many of the manufacturers, the committee reported, have been quick to acquiesce in the findings and rulings of the committee to conform with its standards for acceptance of their products.

"This work has progressed so fast and to such an extent," the report continues, "that it has become necessary to employ an executive officer to administer the affairs of this committee." Dr. Raymond Hertwig, for a number of years with the United States Bureau of Chemistry and more recently with industrial concerns, has been appointed secretary of the committee to assume executive direction of its activities.

Dr. Morris Fishbein is chairman of the committee. Other members are Drs. E. M. Bailey, Eugene F. DuBois, Julius H. Hess, W. McKim Marriott, Lafayette B. Mendel, Grover F. Powers, and H. C. Sherman.

Now, Courier-Berghoff, Inc.

The Courier Press and Berghoff, Inc., both Detroit printing concerns, have consolidated under the name of Courier-Berghoff, Inc.

SIMP
...TH
IT PU

motor
of bar
simply
Fore
Out o
equipp
short

250 WEST
22 NORTH
& WELLING

own fac-
as the
tising—
ting our
right?
ne right
peal the
entially
ny valid
dded to
ne addi-
ut them
ne ever-
e of the
stening?

Copy
gress

ociation's
fic stand-
als in ad-
"remark-
report of
ented at
Detroit,
ood prod-
the com-
manufac-
October,
accepted
o use the
the asso-

facturers
approval
been an-
gerness to
in most
facturers.
een quick
d rulings
with its
eir prod-

fast and
continues,
o employ
ister the
Raymond
ears with
Chemistry
trial con-
cretary of
ive direc-
irman of
are Drs.
is, Julius
t, Lalay-
wers, and

, Inc.

hoff, Inc.,
ns., have
i Courier-



SIMPLE AS A PORTRAIT ... THAT IS WHY IT PULLS

This is a picture of every speeding motorist's fear of jail. A hat, a coat, a cot and the shadow of bars—props enough to tell the whole dramatic story. How simply told! Yet how forcefully! We made it for the America Fore Group of Insurance Companies.

Out of town clients particularly should know that we are equipped to furnish fine illustrations at a distance on very short notice.

250 WEST 53RD ST-NEW YORK-N.Y.
125 NORTH WABASH AVE-CHICAGO-ILL.
12 WELLINGTON ST-E-TORONTO-CAN.

UNDERWOOD AND UNDERWOOD

\$206,175,000

expended in
newspapers by 427*
national advertisers
—another example
of buying - power

*Printers' Ink subscribers

Print

*Estimates of
of the Amer

427 typical Printers' Ink subscribers invested a total of \$206,175,000 in national advertising in newspapers during 1929—93.49% of the total expended by the 535 advertisers included in the Bureau of Advertising list.*

This analysis of the leading newspaper advertisers is just another example showing how thoroughly the Printers' Ink Publications cover the largest advertisers in all industries.

To those interested in reaching leading advertisers, a representative will be glad to show a comprehensive list of the major officers, sales and advertising executives and other department heads in these organizations who are readers of the Printers' Ink Publications.

Printers' Ink Publications

185 Madison Avenue, New York

*Estimates compiled by the Bureau of Advertising
of the American Newspaper Publishers Association



"Where can we get this?"

A seafaring 'man, member of the fishing industry, was confronted with a material-handling problem aboard ship. It was a poser. Nothing in maritime practice offered any help. Not even Neptune had any suggestions to make — or any of the other gods of the sea.

FOOD INDUSTRIES was called on . . . and the editors showed him how easily the problem could be solved by land-lubber equipment that had been in use for years in the *canning industry*! It was all in the day's work to them, these editors, for it is their job to report to readers on what is happening in ALL of the food industries.

Where else could he have gone for help? Nearly every day FOOD INDUSTRIES is receiving letters from readers that would make sales managers ring bells and send telegrams. The above is but one example.

Why let such business go begging, Mr. Should-Be Advertiser?

FOOD INDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36TH STREET, NEW YORK

The October issue of FOOD INDUSTRIES is to be a Model Plant Number . . . featuring dairy plants . . . but discussing only those problems and methods of operation and control that are common to all lines of food manufacture. Advertisers will benefit from the heightened reader interest.

July 17,

Nati

INTER

Edi
On
sales
ing
smalle
now
latter
Have
tiate
give
subje

A LI
cl
nationa
availabl
is doubl
selves
question
district
national
They m
narrow
and the
statistic
importa
If the

seems
sales co
in line v
icy of
more cl
with the
quarters
problems

The t
with the
expresse
costly ti
best be
that to
for an e
conventi
pressed
to pay t
volume
conventi

From
view, als
as oppos
tion, usu
companie
nowadays

From
view, the
sents the
tunity f

National Conventions or Local?

INTERNATIONAL MAGAZINE COMPANY
NEW YORK

Editor of PRINTERS' INK:

One of our contacts believes that sales conventions are rapidly changing from national conventions to smaller district meetings, and that now about 75 per cent are of the latter type.

Have you any figures to substantiate this opinion and also can you give me a list of references to this subject?

A. HEATH OUTHANK,
*Western Manager,
Marketing Division.*

A LIST of PRINTERS' INK articles on this general subject of national vs. district conventions is available on request. However, it is doubtful if the articles themselves would answer the specific question as to whether the ratio of district conventions to general or national conventions is 75 per cent. They may reveal a trend toward narrowing the convention scope; and the trend, rather than precise statistics, would seem to be the important issue.

If there is a tendency—as there seems to be—toward localizing sales conventions, it is a tendency in line with the fairly general policy of working sales territories more closely, or, more specifically, with the policy of bringing headquarters talent to bear on local problems.

The tendency is in line, also, with the opinion, rather frequently expressed these days, that the costly time of the salesman can best be spent in his territory; and that to take him to headquarters for an entire week—and a national convention scarcely can be compressed into less than a week—is to pay too much in terms of sales volume for the return that any convention can bring.

From the management's point of view, also, the district convention, as opposed to the general convention, usually is less expensive; and companies are keenly interested, nowadays, in cutting selling costs.

From the salesman's point of view, the district convention presents the advantage of an opportunity for freer discussion. A

man who would hesitate to express his views before a big audience is likely to talk freely to a small group.

It is well to bear in mind, however, that here, as in every consideration of business policy, not all the answer can be drawn, ready-made, from precedent. The fact that 75 per cent, or 80, or even 99.44/100 per cent of all conventions are district gatherings is not sufficient reason for a given manufacturer to decide whether his own convention shall be national or local. If he can find in his own business the reasons that have moved the others to localize their conventions, then he is safe in following the mass.

On the other hand, if there are substantial advantages for him in a national convention of his men, then he need not feel lonesome if he goes national; for in that direction, also, he will find important precedent. In the specialty field, for example, he will find the company of such concerns as the Burroughs Adding Machine Company and, with adaptations, Frigidaire.

The Burroughs plan—which, by the way, drew at least some of its inspiration from the precedent of the National Cash Register Company—is fairly typical of the office-appliance field. Every year, the Burroughs company holds a convention that is national, geographically, but not general in the sense of bringing in every salesman and agency manager from the field. Burroughs men sell against quotas. An agency manager or a salesman who has achieved a certain record in his year's work becomes a member of the All Star Club, and, as a member of the club, attends a week's convention at the company's headquarters.

The Frigidaire plan is a sort of compromise between national and localized scope. In effect, the convention is carried to the men through the medium of a traveling "road company," which, with a fully organized program, moves across the country from Coast to Coast and presents itself in a chain of cities. Last year the show played to an aggregate audience of

12,000 Frigidaire salesmen and saleswomen. With the aid of the talking motion pictures and with the physical presence of the general sales manager and other executives, it carries to the field those intangible elements that every convention program seeks to "put over"—the home-office message, the organizational spirit, and a conception of the organizational objective.

Equally as important as the geo-

graphical scope of the convention is the matter of the convention's form and content. The program ought to aim at targets that are clearly defined. Very likely, today's salesman needs inspiration and certainly he needs encouragement. But more vitally he needs to be taught something more than he already knows about how to sell, and where.—[Ed. PRINTERS' INK.]

Tidal Waves of Statistics

THE efficiency men and the chart hounds are already beginning to play with the 1930 census figures. As Stewart L. Mims, vice-president of the J. Walter Thompson Company, said recently: "This year of all years figures must be properly interpreted. First after the census figures are digested will come a period of wonder at the figures, then a period when it is decided they have no magic, then a final period of throw out the figures, get the orders back to horse sense."

Already wonder is being expressed by men who have dug into the census reports that so many more people than in the last decade have decided to move out of the city into the suburbs. Taken in connection with the startling statistics given on the effect of noise on the human body and nervous system, this may be a good thing. But it is going to mean some large changes in our distribution system.

While cities in the South have shown the most startling increases, many cities in the East have shown an actual decrease or have stood still. Small suburban towns and widely spread communities tell a different story. They have increased in direct proportion.

Already Best & Company, New York department store, have begun to take advantage of this new layout of metropolitan districts rather than cities by opening branch stores. Their fourth store, this one in the center of their charge accounts in East Orange, N. J., is now on its way to completion. Altman is also going into the suburbs.

Other department store owners,

and manufacturers as well are watching the Best and similar experiments with interest. One of the executives of Best's has described its plan as a sort of combination of following the wandering consumer to his hiding place and an attempt to build up rainy day sales. It is felt that many a mother who couldn't come all the way into the city on a rainy day will put the kids into a car and take them to the local store. With plenty of parking space to take care of the automobile trade, those retailers who have gone out into the suburbs hope to catch consumers near home.

This following of purchasers to the places to which they have moved is one example of that decentralization which promises to grow to large proportions. Many manufacturing concerns by going to small towns have found labor supply and the morale of its workers improved.

Jewel Tea, which bought 200 acres of farm land and put its great buildings thirty-five miles out in the country from Chicago, is only one of a number of great institutions which have moved their whole headquarters and staff from city streets to green fields.

The tidal wave of statistics which will come from the 1930 census will have many effects. One of them almost sure to follow, is a greater impetus to the policy of decentralization which the early report on the census shows from the consumer's angle. Neither manufacturers nor retailers will long let the consumer become an escapist from the bustle of trade.

vention
vention's
rogram
at are
ly, to-
piration
ourage-
e needs
re than
ow to
INTERS'

ell are
lar ex-
One of
has de-
of com-
wander-
g place
p rainy
many a
all the
ny day
ear and
. With
o take
e, those
ut into
h con-

users to
y have
hat de-
ises to
Many
going to
or sup-
workers

ht 200
put its
e miles
Chicago,
f great
ed their
ff from

statistics
e 1930
effects,
to fol-
to the
hich the
shows
Neither
rs will
ome an
f trade.



TO THE MANUFACTURER
WHO WISHES TO PROTECT
AND STRENGTHEN

FULL-LINE DEALERS

EVERY large business knows by experience the value of interested, aggressive, intelligent dealers. In many cases, one active store in a city will sell as much as three passive stores, and pave the way for increasing business every year.

If you have worked out a straight-line policy of distribution — selected dealers, close dealer relations, effective sales promotion — Trade Mark Merchandising Service as developed by the Bell System should be of interest.

This service is now working efficiently for many national advertisers. Its users find that it increases the value of their dealer franchise and gives them a far stronger dealer proposition. It gives their authorized outlets a constant, direct tie-up to national advertising and promotion. It brings more sales to preferred dealers and assures them more after-sale service and replacement business. It gives full-line dealers a distinct advantage over part-line dealers and over outside competition.

Various merchandising problems in many lines of business are being successfully met by Trade Mark Service. A special report on its application and value to your business will be prepared upon request without charge or obligation. Just use the coupon below.

Trade Mark Service Manager
American Telephone and Telegraph Co.
195 Broadway, New York, N. Y.

A-4

"Where to buy it"

An additional service in classified telephone directories — bridging the gap between advertising and selling.

Dear Sir: We would be interested in your analysis of certain of our marketing problems and in a report showing the possible application of Trade Mark Service to their solution. Please telephone for an appointment. This request places us under no obligation whatever.

Company _____

Address _____

By _____



To Judge Results of Advertising to Industry

Pressed Steel Is Advertised Modestly and Gains Substantial Foothold in New Fields

By W. W. Galbreath

President, Youngstown Pressed Steel Company

IT is difficult to find any method or means by which the success or failure of any specific advertisement or any particular advertising campaign can be measured.

Two years ago I made the remark that if anyone had found a yardstick for measuring advertising results, I had yet to hear of it.

Advertising deals with human beings. It attempts to sway and influence the human mind. Before a thing can be measured, at least one constant must be established. In dealing with human beings there are no constants. It is, therefore, impossible to measure anything which touches, affects, or depends upon the reactions of the human mind.

The nearest we have been able to come to judging the result of any particular advertising campaign is to consider the shipments at the end of the year. If our tonnage has increased during a certain period when we have been advertising, we then believe the campaign has been a success.

I will tell you of only one campaign. In this case pressed steel manufacturers are able to show a specific increase in the tonnage of flat rolled steel consumed. This is not guesswork, this is not hope for the future, but is rather an actual accomplishment which can be measured in terms of tons shipped.

In 1921, one of the larger manufacturers of household utilities came to us, asking if we could manufacture panels or shields that would enclose the mechanism of their machine. Their unit was strong and well-built. The only reason for asking for the shields was to cover up the motor, gear, and framework—in other words, to

improve the "eye value" and make it a little easier, perhaps, for them to sell.

We designed four panels which not only enclosed the mechanism but also completely replaced the angle iron frame and reduced the cost of the completed machine.

Each and every one of these machines used 116 pounds of flat rolled steel, replacing an equivalent amount of other materials. This one sale, back in 1921, was the start of our pressed steel work in this particular industry.

Now, if any of these machines offered such splendid possibilities, it naturally followed that other machines in this same field would probably present similar opportunities. We made a careful survey, found this to be correct, and started to work. Almost every month since that original sale was made in 1921, manufacturers in this field have received either a letter or a circular of some kind telling about the savings which have been effected by the substitution of pressed steel for some particular part made of some other material.

Too often the advertising novice believes that each individual advertisement, or each individual piece of advertising matter, must show some definite return or it is a failure. This is not correct. It is the accumulative effect of advertising that counts. The men who receive our advertising do not say "Wonderful, this is just what we have been waiting for," but after a time the thought of pressed steel becomes thoroughly imbedded in their minds. When there is occasion for its use they do not realize how their thoughts have been directed by the advertising they have seen.

This particular group of manufacturers have always been large

Part of an address before the National Association of Flat Rolled Steel Manufacturers.



Tell Your Story to the International Crowd

SEPTEMBER, International Month. The sporting stage set for two events of spectacular importance. On land and sea Great Britain and America clash in friendly rivalry. At Meadow Brook, the contest for the Westchester Cup, symbol of polo prowess. Off Newport, the battle for the America's Cup, most famous of yachting trophies. The two biggest social-sporting affairs of the year.

The INTERNATIONAL NUMBER of POLO

(September) will have everything to say on these major events that is worth the saying. The team, the crew, the dates, the time, the place, every detail dealt with accurately, interestingly, completely and with a keen perception of what constitutes news. Intelligent forecasts, enlightening articles, informative news and vivid pictures will make the International Number of Polo invaluable to regular subscribers and casual readers alike.

Polo and yachting will be the topics of the day. Your story in Polo will be timely and appropriate. Reaching an exceptional group of buyers, through an indispensable medium, right at the beginning of the Fall buying season. Despite the increase in circulation regular rates will prevail. Advertising forms close August 20th.

Established
1927



A Publication of
Harper & Brothers

The Magazine for Horsemen

POLO MAGAZINE, INC.

49 E. 33rd St., New York, N. Y.



Let Us Give You The Facts Then You Decide!

PUBLIC warehousing is a subject which has proved of vital interest to alert business executives during this year of intense competition, 1930. Manufacturers and distributors who study the A. W. A. plan of distribution find to their delight that it is the most economical and most effective method of maintaining spot stocks in strategic locations throughout the country.

The member warehouses of the A. W. A. do everything that branch houses of your own could do in the physical distribution of your merchandise. We receive your goods in carload or less-than-carload lots ... store it for you until needed ... and then distribute it wherever you wish to jobbers, dealers or users.

Wherever you are now shipping your goods in less-than-carload lots, we can help you arrange for carload shipments to a central market ... then break up your carloads into smaller lots for reshipment a short distance to final destination. Your saving in freight will be large and you will speed up delivery by days or weeks.

A 32-page booklet, recently published, will give you the preliminary facts. Our Marketing Survey (made on request, without obligation) provides the detailed information you need to determine how the plan affects your specific problems.

To Advertising Agents: Your clients will welcome the marketing information contained in the A. W. A. booklet. On request we will send you a supply for you to distribute to all your clients—or will mail booklets direct to their marketing executives whose names you send us.

Merchandise Warehouse Division
**AMERICAN WAREHOUSEMEN'S
ASSOCIATION**



1756 Adams-Franklin Building
Chicago, Illinois

users of copper. Many of their parts have been made almost exclusively of this metal. When the price on copper started to go up a few years ago these manufacturers were hard hit. Immediately they started to work out ways and means of reducing the cost of their machines which had been rapidly mounting. They turned to pressed steel. They had been seeing or reading our advertisements month by month for years. These advertisements had told them of the savings that we had been able to make for other manufacturers. The information sent them was not guesswork, not hopes, but actual savings that had been made in dollars and cents. It was, therefore, only natural that these same manufacturers should, of their own volition, think of pressed steel as a substitute for the copper which was going up so rapidly in price. I don't believe that any one of these manufacturers in any way connected his thinking with our advertising.

Inquiries from All Over When Copper Prices Rose

Owing to the fact that the rise in the price of copper had come so rapidly, we received inquiries from all over the country. There was such a volume of these that our men could hardly take care of them. Our engineers helped in the redesign of machine after machine. We substituted deep drawn steel tanks for copper tanks, we substituted pressed steel legs for cast iron legs, we substituted pressed steel platforms for angle iron frames, and we substituted pressed steel rings for copper and aluminum. When our engineers had finished, the machine was built almost entirely of pressed steel. Probably it would be better for me to say that it was built almost entirely of flat rolled steel formed to fill the requirements of the manufacturer.

You may ask, "What does this mean to the flat rolled steel manufacturer?" During the last six months practically every manufacturer of this household utility has changed over at least one of his models to pressed steel. In the twelve months, ending May 1 of

of their
most ex-
When
d to go
anufac-
ediately
ays and
of their
rapidly
pressed
eing or
month
e adver-
the sav-
to make
The in-
t guess-
savings
ars and
only nat-
ufacturers
n, think
tute for
g up so
believe
ufacturers
s think-

When

the rise
d come
inquiries
There
ese that
care of
d in the
machine.
own steel
e substi-
for cast
pressed
le iron
pressed
d alumi-
ers had
built al-
d steel
fter for
t almost
formed
the man-

does this
el manu-
last six
manufac-
ility has
e of his
In the
ay 1 of

this year, deep drawn steel tanks have been manufactured for slightly more than one-half of the machines which have been produced.

In this twelve months' period more than 11,540,000 pounds of steel have replaced copper and aluminum for tanks alone. I know definitely that in excess of 7,100 tons of steel have actually been shipped by the fabricators to this one industry. This does not include all the tonnage which you manufacturers have shipped to the fabricators, but includes only the amount which has been actually shipped out by the fabricators in the form of finished parts.

It might be well at this point to remind you that there are two inter-dependent paths which are followed in broadening a market:

First, there is the path of substitution. By this I mean cases where flat rolled steel is used to replace copper, aluminum, hot rolled sections, etc. This is usually the first change that takes place.

For any one of many reasons, a manufacturer may decide to use pressed steel, and by using pressed steel he reduces his costs.

This, then, naturally leads into another path. Having reduced his costs, he soon reduces his selling price and by reducing his selling price he broadens the market he can reach.

It is economically sound to assume that up to a certain point each time the selling price of a useful article is reduced, the number of units sold will be increased.

It is well to remember that when you, in the steel industry, advertise to any particular group of manufacturers and show them a way to reduce their costs you are not simply taking the business away from one commodity and giving it to another, for it follows that with a reduction of costs and a reduction of selling prices, new markets are tapped and new economic wealth is created.

Again let me remind you that more than 7,100 tons of steel, which the manufacturers of parts have bought from you, was practically all due to one small advertising campaign, carefully thought

Just Out! Commercial Art

by C. E. WALLACE

A handbook of design and technique for art directors, visualizers, layout men, commercial artists and everyone interested in the production of better art work for advertising.

Covers:

DESIGN
LETTERING
ILLUSTRATION
PEN AND INK
WASH
COLOR
POSTER EFFECTS
AD LAYOUT
REPRODUCTION
PROCESSES

HERE is a book indispensable to the man who plans advertising effects or purchases art work. It is a well-balanced treatment of both design fundamentals and art mediums. It will help you to improve your own ability for artistic expression—will help you to make clearer visualizations and better layouts from the standpoint of design, balance and finish. At the same time it develops a thorough understanding of the various art mediums and the possibilities of their use for mechanical reproduction.

Design, composition, proportion, perspective, etc., are discussed in the earlier part of the book. The chapter on lettering gives several effective alphabets. Every chapter on design or technique is concluded with several practice plates, progressively arranged, which, in connection with the text, equal a complete, practical art course.

225 pages, 7x8 1/2, 127 illustrations,
61 plates, \$3.00

This book offers all around help in layout work. In your contacts with artists and engravers. Examine it for ten days free. Pay for or return it only after you learn its value to YOU. Send the coupon today.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.,
370 Seventh Ave., N. Y.

Send me Wallace's Commercial Art for ten days' free examination. I will send \$3.00 or return the book in ten days.

Name.....

Home Address.....

City..... State.....

Position.....

Name of Company.....

P. L. 7-17-30



YOO-HO!

HERE'S an organization giving national advertisers their entertainment for conventions on a golden platter of service plus surprisingly reasonable prices.

On your next convention, pep-meeting, field-day or excursion—consult us for appropriate music and entertainment. We have the experience and the understanding of the little problems that are constantly arising so we are able to help you.

Consult

Louis C. Walters

1680 BROADWAY-N.Y.C.
COLUMBUS 6600

Wanted— a Man's job

Somewhere there is a thoroughly sound business that is in need of Grade A representation in New England.

The man they need cut his eye-teeth years ago. He knows New England and is seasoned in the ways and business methods of this unusual territory.

The man who writes this has gained his experience in the school of hard knocks, but he has studied long enough to keep abreast of the ever-changing business conditions. He has tackled some big jobs—and carried them thru successfully.

He has had a broad experience in three important phases of business:

1. Merchandising
2. Organization
3. Selling

He will not consider any position that does not offer an opportunity to build soundly for the future with a thoroughly reliable product.

To get his full story, write "B," Box 145, Printers' Ink.

out, carefully executed, and without any great expense.

Starting with this modest campaign all fabricators of parts have created a tonnage of flat rolled steel for which they have paid you slightly more than a half million dollars.

As the result of our advertising and our sales work, we were able last year materially to increase our tonnage over the preceding year. This one fact in itself will justify our advertising expenditures for many years to come.

The natural question to ask is, "What other industries shall we pound?"

More and more homes are being equipped with incinerators. Here is another market which, during the years ahead of us, will probably be developed.

Our business structure is a finely spun web which, if any one strand is changed or touched, immediately stirs many other strands into motion. The old neighborhood grocery store may seem to be far removed from the manufacture of flat rolled steel. Yet when the chain stores became a merchandising factor, active minds began to study the possibilities of more economical means for distributing food-stuffs and the vending machine became more than a penny-in-the-slot mechanism. One of these days it will, without doubt, play an important part in the sale of many products.

Vending machines can, and should be, made of flat rolled steel. On the Continent they are already being used for the sale of certain staple commodities such as bread and package goods. When the merchant closes his store at night he places outside a row of vending machines and his sales and profits go on after he has left for his home.

During the last ten years we have sold over four and one-half million dollars' worth of pressed steel parts for gasoline pumps. Persistent advertising was an important factor in bringing in this business. This new pump business created over two million dollars' worth of orders for flat rolled steel manufacturers—two million dollars'

wor
plac
rial
It
ther
econ
from
hom
coal
hom
by c
othe
tion,
man
beco
port
man
whic
steel
G
used
steel
itsel
oil
boile
will
of to
sheet
Th
many
steel
of p
Th
and
mon
nomi
mark
of sk
a per

Tr
H
McDo
display
Exam
New
tively,

Bert
Birm
Outdo
July 7
door c
genera
Rigble,

Penn

The
Philade
& Son
account

d with-

st cam-
ts have
rolled
aid you
million

ertising
ere able
ase our
g. year.
justify
res for

ask is,
hall we

re being
Here
during
il prob-

a finely
strand
mediately
into mod-
od gro-
be far
ature of
ne chain
ing fac-
o study
onomi-
food-
machine
-in-the-
ese days
an im-
f many

a, and
ed steel.
already
certain
s bread
he mer-
ight he
vending
profits
for his

ars we
one-half
pressed
ps. Per-
impor-
is busi-
ess cre-
s' worth
el man-
dollars'

worth of flat rolled steel used in place of castings and other materials.

It is a well known fact that there is a distinct trend and sound economic reasons to lead us away from the burning of coal in our homes—at least the burning of coal in its present form. Whether homes in the future will be heated by oil or by electricity, or by some other means, is still an open question, but the fact remains that the manufacturing of oil burners is becoming each year a more important industry. There are a great many burner parts which are, and which can be made, of pressed steel.

Greatly overshadowing the steel used in burners is the tonnage of steel that will go into the boiler itself, for every manufacturer of oil burners is recommending steel boilers in place of cast iron. This will create a market for thousands of tons of light plates and heavy sheets.

These are but a few of the many, many outlets for flat rolled steel, which we, as manufacturers of pressed steel, can foresee.

The selection of new products and new industries demands common sense, vision, and sound economic thinking. Reaching these markets calls for a high measure of skill, a comfortable patience, and a persistency that knows no limit.

Transferred by Los Angeles "Examiner"

H. A. Gerstenkorn, Jr., and J. A. McDonald, both members of the national display sales staff of the Los Angeles Examiner, have been transferred to the New York and Chicago offices, respectively, of that newspaper.

Death of Bert Blach

Bert Blach, assistant manager of the Birmingham, Ala., office of the General Outdoor Advertising Company, died on July 7. Before joining the General Outdoor company he was for many years general manager of Thies, Douglas & Riddle, outdoor advertising agency.

Penn Heat Control Appoints Ayer

The Penn Heat Control Corporation, Philadelphia, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Tell Them!
50,000
SUBSCRIBERS

Style Sources
Women's Wear Daily

150,000
READERS
Sell Them!

New York
8 East 13th Street.

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
•
COLOR

ADDA AND
KUENSTLER
STUDIOS

70 E. 45 - NEW YORK
Murray Hill 9237

Chain-Store Sales for June

| Company | June 1930 | June 1929 | % Chg. | 6 Months 1930 | 6 Months 1929 | % Chg. |
|-----------------------|--------------|--------------|-----------|------------------|------------------|-----------|
| Gt. Atl. & Pacific.. | \$2,882,433 | \$76,653,166 | 8.1 | \$548,059,794 | \$506,837,572 | 8.1 |
| F. W. Woolworth.. | 20,714,731 | 23,610,762 | -12.2 | 131,318,974 | 135,809,952 | -3.3 |
| Kroger Grocery | 20,317,241 | 21,899,357 | -7.2 | 132,451,942 | 138,729,409 | -4.3 |
| Safeway Stores | 17,709,128 | 18,672,979 | -5.1 | 110,637,315 | 101,790,235 | 8.6 |
| J. C. Penney | 15,828,201 | 17,104,336 | -7.4 | 86,459,119 | 83,086,233 | 4.0 |
| S. S. Kresge | 11,400,123 | 12,571,795 | -9.3 | 67,457,612 | 67,644,458 | -0.3 |
| American Stores .. | 10,950,207 | 10,755,963 | 1.8 | 71,538,496 | 70,726,749 | 1.1 |
| First National Stores | 10,653,695 | 9,674,296 | 10.1 | 55,647,014 | 45,594,219 | 22.0 |
| MacMarr Stores | 6,993,238 | 7,448,285 | -6.1 | 43,315,206 | 41,003,612 | 5.6 |
| National Tea | 6,643,263 | 7,540,865 | -11.9 | 43,114,329 | 45,015,044 | -4.2 |
| W. T. Grant | 5,469,000 | 5,374,000 | 1.7 | 30,012,000 | 26,871,000 | 11.6 |
| S. H. Kress | 5,220,761 | 4,884,522 | 6.9 | 30,314,684 | 28,772,649 | 5.4 |
| Walgreen | 4,308,357 | 3,887,705 | 10.8 | 25,939,166 | 21,011,092 | 23.5 |
| Melville Shoe | 3,247,827 | 2,516,076 | 29.0 | 14,498,597 | 12,612,891 | 14.9 |
| McCrary Stores | 3,211,795 | 3,334,669 | -3.7 | 19,410,320 | 19,025,734 | 2.0 |
| F. & W. Grand-Silver | 2,565,268 | 2,501,576 | 2.5 | 13,665,838 | 12,314,900 | 10.9 |
| Daniel Reeves | 2,563,674 | 2,492,221 | 2.8 | 18,202,704 | 17,488,681 | 4.0 |
| J. J. Newberry | 2,232,866 | 2,224,184 | ... | 12,198,479 | 10,711,781 | 13.9 |
| Schulte-United | 2,164,460 | 1,473,039 | 46.9 | 11,783,250 | 6,086,727 | 93.6 |
| Lerner Stores | 2,196,577 | 1,726,747 | 27.2 | 11,297,263 | 7,908,112 | 42.8 |
| Childs Company | 2,102,793 | 2,221,616 | -5.3 | 13,581,158 | 13,625,931 | -0.3 |
| McLellan Stores | 1,882,401 | 1,780,463 | 5.8 | 9,594,525 | 9,000,001 | 6.6 |
| Diamond Shoe Corp. | 1,818,385 | 1,653,826 | 9.9 | 9,141,122 | 7,884,685 | 15.9 |
| Lane Bryant | 1,771,387 | 1,536,975 | 15.2 | 8,939,193 | 8,276,342 | 8.0 |
| G. R. Kinney | 1,673,558 | 2,037,148 | -17.8 | 8,813,225 | 9,561,074 | -7.8 |
| Neisner Brothers | 1,344,264 | 1,246,679 | 7.8 | 6,934,295 | 5,738,859 | 20.8 |
| Metropolitan Chain. | 1,337,460 | 1,464,140 | -8.6 | 7,157,376 | 6,786,810 | 5.4 |
| Peoples Drug | 1,324,020 | 1,259,319 | 5.1 | 8,211,379 | 7,114,596 | 15.4 |
| G. C. Murphy | 1,288,917 | 1,228,777 | 4.8 | 7,101,013 | 6,456,328 | 9.9 |
| Waldorf System | 1,255,063 | 1,273,163 | -1.4 | 8,003,895 | 7,886,201 | 1.5 |
| J. R. Thompson | 1,224,685 | 1,312,911 | -6.7 | 7,601,989 | 7,857,617 | -3.2 |
| Southern Grocery | 1,170,800 | 1,173,100 | -0.2 | 8,366,015 | 7,410,779 | 12.9 |
| D. Pender Grocery .. | 1,161,477 | 1,210,879 | -4.0 | 7,792,744 | 7,504,504 | 3.8 |
| Jewell Tea | 1,136,040 | 1,249,698 | -9.1 | 7,341,980 | 7,618,130 | -3.6 |
| Schiff Company | 876,566 | 748,169 | 17.1 | 4,695,439 | 3,770,675 | 24.5 |
| Exchange Buffet | 506,197 | 502,799 | .7 | 3,373,801 | 3,273,881 | 3.0 |
| Bickfords, Inc. | 463,951 | 416,265 | 11.4 | 2,867,880 | 2,583,346 | 11.0 |
| Winn & Lovett | 388,534 | 496,626 | -21.8 | 2,890,088 | 3,122,296 | -7.4 |
| Kline Bros. | 382,687 | 450,409 | -15.0 | 2,039,186 | 1,993,289 | 2.3 |
| Edison Bros. Stores | 379,304 | 325,695 | 16.4 | 2,266,941 | 1,751,563 | 29.4 |
| Nedicks | 374,415 | 453,075 | -17.3 | 1,703,031 | 1,854,794 | -8.1 |
| National Shirt Shops | 360,905 | 399,586 | -9.6 | 2,014,606 | 1,829,259 | 10.1 |
| Federal Bake Shops | 316,549 | 339,336 | -6.7 | 2,259,649 | 2,194,517 | 2.9 |
| B/G Sandwich Shops | 256,117 | 242,283 | 5.7 | 1,727,130 | 1,579,439 | 9.3 |
| M. H. Fishman | 189,904 | 178,758 | 6.2 | 825,164 | 651,471 | 26.6 |
| Kaybee Stores | 130,194 | 117,867 | 10.4 | 848,590 | 625,734 | 35.6 |
| Morison Electrical .. | 118,735 | 133,184 | -10.8 | 798,712 | 797,497 | 22.7 |
| Total | 262,508,153 | 261,799,289 | 0.2 | 1,624,392,230 | 1,537,790,668 | 5.6 |

Sales of Melville Shoe include sales of the Traveler Shoe Company.

Sales of Lane Bryant include sales of the Coward Shoe Company.

Commenting on the comparative sales volumes of June this year as contrasted with the same month last year, Earl C. Sama, president of the J. C. Penney Company, states: "Extensive price readjustments were made on June 20 affecting many of our heaviest selling lines with reductions amounting in some instances as high as thirty per cent."

It is pointed out by several chains that comparisons of June sales of this year with those of that month last year should take into consideration that there were only four Saturdays in June of this year while June last year had five Saturdays.

NUMBER OF STORES IN OPERATION

| | END OF JUNE | | | END OF JUNE | |
|----------------------|-------------|------|------------------------|-------------|------|
| | 1930 | 1929 | | 1930 | 1929 |
| J. C. Penney | 1435 | 1215 | Metropolitan | 148 | 120 |
| Walgreen | 428 | 318 | Peoples Drug | 118 | 108 |
| McLellan | 271 | 248 | Schulte-United | 101 | 71 |
| McCrary | 240 | 239 | Neisner | 66 | 45 |
| G. C. Murphy | 160 | 145 | B/G Sandwich Shops.... | 43 | 37 |
| D. Pender | | | F. & W. Grand-Silver | | |
| Grocery Stores | 423 | 400 | Silver | 45 | 40 |
| Meat Markets | 52 | 40 | F. & W. Grand | 103 | 89 |
| | 475 | 440 | | 148 | 129 |

| | % Chg. |
|------|-----------|
| .572 | 8.1 |
| .952 | -3.3 |
| .409 | -4.3 |
| .235 | 8.6 |
| .233 | 4.0 |
| .458 | -0.3 |
| .749 | 1.1 |
| .219 | 22.0 |
| .612 | 5.6 |
| .044 | -4.2 |
| .000 | 11.6 |
| .649 | 5.4 |
| .092 | 23.3 |
| .891 | 14.9 |
| .734 | 2.0 |
| .900 | 10.9 |
| .681 | 4.0 |
| .781 | 13.9 |
| .727 | 93.6 |
| .112 | 42.8 |
| .931 | -0.3 |
| .001 | 6.6 |
| .685 | 15.9 |
| .342 | 8.0 |
| .074 | -7.8 |
| .859 | 20.8 |
| .810 | 5.4 |
| .596 | 15.4 |
| .328 | 9.9 |
| .201 | 1.5 |
| .617 | -3.2 |
| .779 | 12.9 |
| .504 | 3.8 |
| .130 | -3.6 |
| .675 | 24.5 |
| .881 | 3.0 |
| .346 | 11.0 |
| .296 | -7.4 |
| .289 | 2.3 |
| .563 | 29.4 |
| .794 | -8.1 |
| .259 | 10.1 |
| .517 | -2.9 |
| .439 | 9.3 |
| .471 | 26.6 |
| .734 | 35.6 |
| .497 | 22.7 |
| .668 | 5.6 |

contrasted
ney Com-
ing many
o as high

this year
ere were
aturdays.

OF JUNE
1929
120
108
71
45
37

40
89

129

The *DYNAMIC EMPHASIS* for Advertising-Selling



**I Can
Make Them**

**STOP—
LOOK—
LISTEN—
THINK &
BUY!**

**THE
VOICE
OF THE
SKY**

**Tells
and
Sells**

**Economically
POSITIVELY**



The VOICE of the SKY, Inc., 420 Lexington Ave., New York, N. Y.

"HERE COMES HELP"

We're borrowing this expression from a local tire repair company, and think its use is especially fitting at this time.

A flat tire is a mess — no foolin' — had one last night, late, when returning to the city from a trip out state. Somehow, I felt that the arrival of D. Eiche's big, yellow tire repair truck with "Here Comes Help" plastered across the front would have been most welcome

So, "here comes help" from our publication and organization, through increased circulation, improved mechanical facilities, added editorial strength, harder work and better service—all **WITHOUT ADDITIONAL COST TO YOU.**

And, don't forget, crop conditions over the entire Nebraska Farmer primary territory are as fine as we have ever seen them at this season of the year. A big small-grain and hay crop is assured. Corn is fairly jumping in the perfect July corn growing weather; livestock and poultry are doing their bit, and business isn't too bad.

Standard Farm Papers, Inc., Chicago Daily News Bldg., Chicago, Illinois, and Wallace C. Richardson, Inc., 250 Park Ave., New York City, New York, will give you our story first hand. It is a story of value and interest to the sales manager interested in building business in this big rural market.

THE NEBRASKA FARMER

Nebraska's Farm and Home Paper
Lincoln, Nebraska

Also

Publishers of the Nebraska Merchant and Trade Review
Nebraska's Trade Paper

Nebraska Member
Standard Farm Papers, Inc.

July 17,

FAR

001

(Excl
chi

Country
Capper's
California
Success
New Bu
Farm J
Poultry
Country
Florida
Amer.
Better
New En
Iowa E
Belt M
The Bu
National
Produ
Farm M
America
The Flo
Pacific
Farmers

Totals
‡Small

Dakota
Hoard's
Okla. F
Montana
Western
Missouri
The Ariz
Utah F
Southern
Southern
The Illi
Southern
Arkansas
Missouri
‡Southern

Totals
*Large
‡Atlant
bined wi

FARM PAPER SUMMARY FOR JUNE

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

| | 1929 | 1930 |
|--------------------------|--------|----------|
| | Lines | Lines |
| Country Gentleman ... | 51,373 | 40,747 |
| Capper's Farmer | 21,105 | \$21,175 |
| California Citrograph... | 16,715 | 19,363 |
| Successful Farming ... | 15,685 | 15,176 |
| New Breeder's Gazette. | 16,840 | 14,858 |
| Farm Journal | 11,251 | 9,362 |
| Poultry Tribune | 8,805 | 8,302 |
| Country Home | 9,000 | 7,851 |
| Florida Grower | 8,871 | 7,744 |
| Amer. Fruit Grower... | 4,915 | 7,050 |
| Better Fruit | 7,314 | 6,297 |
| New England Dairyman | 5,132 | 5,599 |
| Iowa Farmer & Corn | | |
| Belt Farmer | 3,290 | 5,561 |
| The Bureau Farmer... | 3,618 | 5,411 |
| National Live Stock | | |
| Producer | 5,077 | 4,333 |
| Farm Mechanics | 5,198 | 3,473 |
| American Farming | 3,476 | 2,344 |
| The Florida Farmer... | 5,099 | 2,200 |
| Pacific Homestead | 2,445 | 1,357 |
| Farmers' Home Journal | 173 | 812 |

Totals205,382 189,015

‡Smaller Page Size.

SEMI-MONTHLIES

| | 1929 | 1930 |
|-------------------------|--------|---------|
| | Lines | Lines |
| Dakota Farmer | 27,665 | 28,348 |
| Hoard's Dairyman | 21,597 | 24,360 |
| Okla. Farmer-St'kman. | 19,668 | 21,875 |
| Montana Farmer | 19,776 | 19,640 |
| Western Farm Life... | 12,762 | 14,730 |
| Missouri Ruralist | 15,805 | 14,729 |
| The Arizona Producer.. | 10,465 | *12,287 |
| Utah Farmer | 8,223 | 12,164 |
| Southern Agriculturist. | 8,175 | 11,050 |
| Southern Ruralist | 6,550 | 8,986 |
| The Illinois Farmer... | 11,430 | 8,278 |
| Southern Planter | 7,236 | 8,095 |
| Arkansas Farmer | 4,057 | 7,211 |
| Missouri Farmer | 7,795 | 5,220 |
| †Southern Cultivator.. | | 2,358 |

Totals181,204 199,331

*Larger Page Size.

†Atlanta Tri-Weekly Constitution combined with Southern Cultivator.

A Standard Farm Paper Feeding Live Stock Brings Owners Highest Grain Prices



Grain marketed as meat still brings the cash

The shock of low grain prices is felt least by the livestock owner and feeder. Wheat, oats, barley and corn converted into meat, milk and eggs bring cash returns that are highly adequate to maintain purchasing power.

Breeder's Gazette offers to you the largest circulation in its forty-eight years of service to American livestock farmers. Now is your opportunity to advertise where there are folk who are buying.

BREEDER'S GAZETTE

Purebred Record Building
Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
CHICAGO

WALLACE C. RICHARDSON
250 Park Ave., New York City

WEEKLIES

(Four Issues)

| | 1929 Lines | 1930 Lines |
|-------------------------------------------|---------------|---------------|
| The Farmer-Farm, Stock & Home | 140,942 | 35,780 |
| Nebraska Farmer | 143,187 | 35,189 |
| Wallaces' Farmer & Iowa Homestead.... | 27,327 | 34,439 |
| Kansas Farmer, Mail & Breeze | 135,510 | 31,726 |
| Wisconsin Agriculturist & Farmer | 133,435 | 31,488 |
| Pacific Rural Press.... | 124,572 | 29,888 |
| Prairie Farmer | 128,660 | 27,179 |
| California Cultivator.... | 123,221 | 25,423 |
| Ohio Farmer | 121,962 | 22,806 |
| Pennsylvania Farmer.... | 119,545 | 22,597 |
| Michigan Farmer | 121,262 | 22,549 |
| Farm & Ranch | 121,114 | 18,817 |
| Progressive Farmer & Farm Woman..... | 117,998 | 17,962 |
| Washington Farmer .. | 15,449 | 17,787 |
| American Agriculturist. | 114,746 | 16,175 |
| New Eng. Homestead.... | 119,097 | 16,171 |
| Oregon Farmer..... | 14,749 | 16,152 |
| Rural New Yorker.... | 116,953 | 14,719 |
| The Farmer's Guide.... | 116,181 | 14,694 |
| Idaho Farmer | 13,887 | 13,786 |
| Dairymen's League News | 5,262 | 5,892 |
| Totals | 475,059 | 471,229 |
| †Five Issues. | | |

FARM NEWSPAPERS

(Four Issues)

| | 1929 Lines | 1930 Lines |
|--------------------------------------------|---------------|---------------|
| Kansas City Weekly Star | 19,854 | 22,231 |
| Dallas Semi-Weekly Farm News | 4,888 | 2,993 |
| Memphis Weekly Com- mercial Appeal | 3,994 | 2,331 |
| Atlanta Tri-Weekly Journal | 1,298 | 451 |
| Totals | 30,034 | 28,006 |
| Grand Totals | 891,679 | 887,581 |

(Figures compiled by Advertising
Record Company)**G. E. Loane Has Own Art
Service**

George E. Loane, for the last six years a partner in the Loane-Brown Art Service, Philadelphia, has formed his own business under the name of the Loane Art Service at 1120 Spruce Street, that city.

**Plan Third Campaign on
Glycerine Anti-Freeze**

Plans have been made for the third annual co-operative advertising campaign of the Glycerine Producers' Association on its glycerine anti-freeze. Business-paper advertising has already begun. Consumer advertising will start with the approach of freezing weather. Newspapers, magazines and automotive publications are included in the schedule.

Newspaper advertising in the campaign will appear in about 250 newspapers throughout the country and will utilize "shotgun tactics" in that the association will release four advertisements at a time when the weather man indicates that the anti-freeze season is about to start. These four advertisements will appear simultaneously on different pages of each newspaper. The magazine schedule includes single and double pages in color.

**Textile Publishing Company
Elects**

Andrew C. Pearson has been re-elected president of the Textile Publishing Company, New York, a division of the United Business Publishers, Inc. Other officers elected are: Harland J. Wright, vice-president and treasurer; Earnest C. Hastings, vice-president and editor, and R. B. Thomas, secretary.

Directors elected are: J. P. Berman, C. K. Beidenkopf, F. J. Frank, J. H. Fardner, H. B. Holtz, A. E. Hurst, C. K. MacDermut, Jr., F. H. Kaufman, W. J. McDonough, O. W. Pearson, C. J. Potter and K. A. Taylor.

**J. R. White Advanced by
Jenkins Brothers**

James R. White, formerly secretary and director of advertising of Jenkins Brothers, New York, manufacturers of valves, has been elected a vice-president of that company and has also been appointed director of sales.

**W. A. Glass with Detroit
"Times"**

William A. Glass, for the last two years advertising director of the Albany, N. Y., *Times-Union*, has joined the advertising department of the Detroit *Times*.

Crayola Account to Dauchy

The Binney & Smith Company, New York, has appointed The Dauchy Company, advertising agency of that city, to direct its Crayola advertising, effective September 1. Magazines, business papers and direct mail will be used.

Appoints Chalmers-Ortega

Revista Comercial Farmaceutica, a business paper serving the general pharmaceutical trade in Latin America, has appointed Chalmers-Ortega, publishers' representatives, New York, as its advertising representatives.

A
th
M
an
H
C
an
W
un
dir
HAZ
CO
295 A
950 P



ANNOUNCING
the affiliation of
MARJORIE SIGNER
and her staff with the
HAZARD ADVERTISING
CORPORATION
and the opening of a
WOMAN'S DEPARTMENT
under **MISS SIGNER'S**
direct supervision

HAZARD ADVERTISING
CORPORATION

295 Madison Avenue, New York
950 Park Square Building, Boston



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Russell

PRINTERS' INK PUBLISHING Co., Inc.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY, TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

| | |
|------------------|-------------------|
| E. B. Weiss | C. P. Russell |
| Arthur H. Little | Andrew M. Howe |
| Thomas F. Walsh | Eldridge Peterson |
| H. W. Marks | Don Masson |

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JULY 17, 1930

Franklin Announces "No Cuts"

In addition to the publicly announced Chrysler salary cut, commented on in these columns last week, many other "concealed" cuts have been made in the automotive industry.

A common practice has been to pay only five days' salary for the short week. The ten-day shutdown at the Ford plant cost each employee almost \$80 for his enforced vacation.

Generally speaking, no general rush to cut salaries or wages has followed the Chrysler announcement. On the contrary, as Chester Wright points out in this issue, there appears a well-defined tendency among industrial leaders to maintain workers' purchasing power.

One indication of this new indus-

trial spirit is seen in the action of H. H. Franklin, president of the Franklin Automobile Company. In response to an inquiry Mr. Franklin wires PRINTERS' INK: "I have not reduced wages nor salaries and do not intend to. Corporations rather than employees should bear burden of temporary slowness in business. Recovery will be quicker and net results much better."

That idea is worth thought on the part of executives who may have contemplated cutting wages and salaries.

It is the white collar men and the workers in the plant who, with the farmers, keep wheels turning by their purchases at retail counters.

Business will recover much more quickly if their purchasing power is impaired as little as possible.

Their dollars will buy more with commodity prices lower. Business will get on a more even keel than ever before, if this better balance can be accomplished. Every announcement like this one by Mr. Franklin does an immeasurable amount of good in banishing fear and inducing constructive thought on a most important subject.

Iowans Know Their Economics

"Some of the chain-store people are getting not a little satisfaction—perfectly human satisfaction, too, we must admit—out of the recent decisive defeat of one Otto Lange for the Republican nomination as governor of Iowa. Mr. Lange, who is a member of the Iowa State Senate, based his candidacy, to quote *Chain Store Progress*, "entirely on his support of the independent dealer and his opposition to chain stores." He was beaten by the decisive vote of about fifteen to one.

Does the result of this primary election indicate that the people of Iowa have weighed the independent dealer, found him wanting and are now ready to accept the chain store for all it claims to be?

We think not. Their refusal to give Mr. Lange a chance at the high office he sought was obviously due to their conviction that the

chain- rather- Wheth falls is on mora, ground and ha do wi else.

The Iowa there have ment t politica place e

There among along t that "Many c sense; able to the gen tics and affectin

If th the cha neither as an in tion.

Iowa is fore Mr the ring prosper their ab the cons exactly mind w Lange t governo

More Adver Tes

National sented a on the su He spok which a altered i casionally halt as t tually pr

In line minded thrashed store ma

chain-store question is an economic rather than a political issue. Whether the chain store rises or falls is something to be determined on grounds neither political, moral, legal, sentimental—on no grounds, in fact, other than cold and hard considerations having to do with economics and nothing else.

The significant thing about the Iowa vote is that the people out there in the region of tall corn have the understanding discernment to differentiate between the political and the economic and to place each where it belongs.

There are plenty of demagogues, among merchandisers as well as among politicians, who are going along under the dangerous illusion that "the people have no sense." Many of them, it is true, do lack sense; but the majority seem to be able to separate the spurious from the genuine in advertising, in politics and in every other vital thing affecting their welfare.

If the independent dealers and the chain-store operators are wise, neither will regard the Iowa vote as an indorsement or a condemnation. The chain-store issue in Iowa is exactly where it was before Mr. Lange tossed his hat into the ring. Both will survive and prosper in direct proportion to their ability to render a service to the consumer—which, of course, is exactly what the Iowans had in mind when they informed Mr. Lange that he could not be their governor.

More About Advertising Tests

In the June 26 issue of **PRINTERS' INK**, H. M. Warren, of the National Carbon Company, presented a thought-provoking article on the subject of advertising tests. He spoke about the frequency with which advertising campaigns are altered in certain respects and occasionally brought to a complete halt as a result of tests that actually prove nothing at all.

In line with this, we are reminded of the problem recently thrashed out at a meeting of the store managers of a chain of

specialty shops. The management was anxious to find out what newspapers in a certain city were read by women. It was suggested to the store managers that they might query women customers and thus secure the information.

"That plan won't work," one of the store managers declared. "Last month we asked all the women who came into our store that very question. Judging by their answers, 90 per cent of the women read just one paper—the so-called intellectual sheet. We know full well that no such situation exists—most of the women read any other paper but the one mentioned."

The New York Central Lines, or at least its advertising department, ought to inform itself concerning this chain-store manager's experiences. We say that because a card was distributed to New York Central passengers during a recent special excursion trip reading: "To our patrons: Your co-operation in a check of advertising in connection with this excursion will be greatly appreciated. 1. Check newspaper in which you read advertisement of the excursion: (followed by a list of newspapers.) 2. If you did not learn of excursion through newspapers, please check source of your information here: Electric sign at Grand Central Terminal, poster in station, through friend, etc."

Unless experience is a poor guide—something which has been known to happen—the returns to this little questionnaire will be of little, if any, help to the New York Central Lines in selecting advertising mediums.

Except in the case of certain types of retail store advertising, people have no clear idea of the precise moment and place an advertising appeal led them to take the action the advertiser wants them to take. Some people may *think* they know that they determined to take an excursion trip, as a consequence of reading a specific advertisement, on a specific day, in a specific medium. Even these individuals, however, were they actually to stop and analyze the matter, would probably conclude that

a sequence of events, and not a lone advertisement led to the final action.

And even where, as in some types of retail advertising, the public does know definitely the source of the advertising that led it to make a purchase, it may deliberately misstate the facts—as the chain-store manager's experiences proved—merely because human nature is what it is.

Where to Sell Airplanes

Not the least logical of the characteristics of the aviation industry is the industry's share of wholly illogical inconsistency. Perhaps we verge upon something like sacrilege when we even seem to criticize; but we hasten to point out that many another industry, at some stage in its growth, has been troubled with one form of inconsistency or another—often complicated by astigmatism—and we proceed.

A current issue of an air-industry publication complains editorially that the business "has been made the butt of jokes and slander" and urges the creation of "some kind of vigilance committee, or body, that would call the attention of the slanderers to their errors, so that aeronautics would get a square deal."

Let us be calm and consider the matter relatively. Compared with aeronautics, no business or industry since the dawn of printing has enjoyed—indeed, has had thrust upon it—so favorable a "press." Statistically, it seems safe to estimate that if all the news columns that were printed about just one aeronautical event—the Lindbergh flight—were laid end to end no reader in a normal span of life could read them through. Consider the day-to-day recital, in the newspapers of other aeronautic achievements—the refueling stunts, the endurance flights, the by-lined stories of countesses and stowaways on how it feels to cross the Atlantic under gas. Has any editor, anywhere, been stingy with space?

On the other hand, consider the

crashes. Although, on occasion, the newspapers have revealed that their photographers have been chased away from crumpled heaps of wing and fuselage, the same newspapers, editorially, have defended aviation so stoutly as to seem to crusade for a holy cause.

And now, still comparatively, consider the automobile. Was there a vigilance committee to reason with the *kibitzer*, who, from the eminence of a curbstone, suggested, "Get a horse!" Did the rail-riders deal by night with the composer of "Get Out and Get Under"? Did ever a high-minded censor wag a reproving finger and say, "Naughty, naughty!" to an editor who printed a joke about a Ford?

Yet somehow, although in the process it has fed the vaudeville stage and the comic strip, the automobile has succeeded. It has sold itself in the marketplace where worth-while merchandise always can be sold—the marketplace of advertising.

Perhaps as a whole the aeronautics industry seeks no vigilance committee to police the press. Perhaps its merchandising men, or some of them, see their objectives clearly, and perhaps they know that, as with the automobile, theirs is a job of open-handed, old-line selling. Perhaps, too, the industry is conscious that it owes the press a deep obligation, an obligation of honor and an obligation too—if we are to be mercenary and sordid—that is quite directly and quite literally financial.

C. H. Armstrong with Clegg Lock Washer

C. H. Armstrong, formerly director of trade extension of the Textile Bag Manufacturers Association, has been appointed general manager of the Clegg Lock Washer Company, Chicago. He will have charge of production, marketing and administration. He was, at one time, assistant to the president of the Duplex Printing Press Company, Battle Creek, Mich.

Joins Campbell-Ewald

L. L. Parker, formerly a member of the advertising department of the General Motors Corporation, has been appointed assistant space buyer of the Detroit office of the Campbell-Ewald Company, Inc., advertising agency.

talk
neth
pany
for ju
As
dling
fact
hose,
have
the b
in ap
As
conce
tion o
mend

EM

JUDICIOUS SPACE BUYING IS EASY Mr. Collins

IN A RECENT talk before the A. A. A. A.—Kenneth Collins of R. H. Macy Company suggested a Harvard award for judicious space buying.

As an example of "manhandling" space he pointed out the fact that campaigns on garden hose, tools, rose bushes, etc., have appeared in a newspaper the bulk of whose circulation is in apartment districts.

As long as space buyers are content to buy space on circulation or lineage records this tremendous waste will exist.

Fortunately, however, over 80 American newspapers have had Knight Certified Studies made of their markets. These papers can show you how many of their readers live in their own homes; how many are in each of the three income classes; the kind of cars they drive; the prices they pay for clothing—and so on. In short, they can tell you the market value of their circulation.

To agency executives and advertisers who are interested in judicious space buying we'll gladly send a list of newspapers using Knight Service.

And by the way, Knight Service is available to agencies, advertisers, radio stations, newspapers, magazines or associations for any type of market or product study.

EMERSON B. KNIGHT, Inc.

Certified Market Studies

INDIANAPOLIS



ARCHITECTS AND BUILDERS BUILDING

Advertising Club News

What Brings Members to Meetings?

Should an advertising club suspend its meetings for the summer? This is a question which is to be decided by the Kansas City, Mo., Advertising Club. It is one which confronts every club and it is solved four ways:

1. If the club is a large one and has its own headquarters, it may operate under a lighter program schedule.

2. If the club meets only once a week, and continue to meet regularly through the year with a falling off in attendance.

3. If the club meets once a week, it may discontinue meetings through the summer.

4. It may put on a special program. This is what the Hartford Club did with its "Know Connecticut" industry series which stimulated large attendance.

Two influences bring members to the meetings, fellowship and the necessity for information. Both influences are likely to be at a low ebb through the summer when members might be absent on vacation or letting down on business activities. If there is a drop in attendance, it is difficult for program chairmen to make arrangements for speakers, a situation which prompts other members to excuse their absence because there is no program.

There are probably other clubs which, like the Hartford club, have found ways of keeping active through the summer. An exchange of experiences might prove helpful to other clubs in the position of the Kansas City club. If there are any suggestions to be contributed by advertising club members, PRINTERS' INK is ready to pass them on.

* * *

Made Life Members of Portland Club

Anne Keil, who recently retired as secretary of the Portland, Oreg., Advertising Club, has been presented with a silver life membership card in that club. Miss Keil had been secretary for eleven years. J. A. Ormandy, retiring president of the club, was also presented with a silver life membership card.

* * *

Appointed by Pacific Agency Group

John Condon, Tacoma, Wash., has been appointed chairman of the annual convention of the Pacific Association of Advertising Agencies, which will be held September 19, 20 and 21 at Medford, Oreg.

* * *

Heads Program Committee of Columbus Club

Dr. H. H. Maynard, head of the department of marketing of the College of Commerce, Ohio State University, has been appointed chairman of the program committee of the Columbus Advertising Club.

Eight Clubs Review Spokane Convention

In order that members who were unable to attend the convention of the Pacific Advertising Clubs Association at Spokane might benefit from the convention activities, the San Francisco Advertising Club reviewed the convention at a dinner meeting last week. Members from the advertising clubs of Oakland, San Jose, Stockton, Fresno, Sacramento, Palo Alto and Modesto attended the meeting as guests of the San Francisco club.

One of the features of the meeting was a repetition of several of the speeches delivered in the Three Minute Speaking Contests held at Spokane. Balin C. Ayres officiated over this feature. Other members reviewed what took place at the various departmental sessions. Earl Burke, president of the San Francisco club, spoke on the subject, "Our Relations with the Advertising Federation of America."

* * *

Wins Export Managers Golf Tournament

C. P. Grandgerard, of the Otis Elevator Company, was winner of the fifth annual golf tournament of the Export Managers Club of New York, Inc., held at The Canoe Brook Country Club, Summit, N. J. W. S. Swingle, Foreign Credit Interchange Bureau, won second prize and Case R. Howard, Canadian Bank of Commerce, won third prize.

Prizes for special events went to Henry J. Sheehan, Norton Company; Paul C. Rowe, The Lunkenheimer Company; J. W. Travell, Otis Elevator Company, and H. H. Hirschfeld, Richards & Hirschfeld. Another tournament is being considered for later in the summer.

* * *

Portland Women's Club Elects

Miss Mayme Ziegelman has been elected president of the Women's Advertising Club of Portland, Oreg., succeeding Dr. Cecile V. Ross. Dr. Boiesie K. Lehman has been elected first vice-president; Mrs. Minna Pelz Oldham, second vice-president; Miss Dorothy Oldham, secretary, and Miss Anne Vieth, treasurer. Directors are Miss Jacqueline Martin, Mrs. Evelyn Young and Dr. Ross.

* * *

L. F. Moore, President, Oakland Club

Lawrence F. Moore has been elected president of the Advertising Club of Oakland, Calif. J. Fred Stephens, Jr., is first vice-president; Philip Berger, second vice-president, and James Hill, secretary-treasurer.

* * *

Oakland Club Appointment

Miss Lela Huey has been made executive secretary of the Oakland, Calif., Advertising Club.

James Mitchell, President, Buckeye Incubator

James Mitchell, vice-president and general manager of the Cleveland Co-operative Stove Company, Cleveland, has been appointed president and general manager of the Buckeye Incubator Company, Springfield, Ohio. The Buckeye company was recently purchased by the Co-operative Stove Company and will be operated as a division of that company. George Cugley, former president and general manager of the Springfield company, has been named chairman of the board.

To Manage "Eric County Republican"

Ralph Thorn, until recently a member of the advertising agency of Flagler-Thorn-McCuaig, Inc., Buffalo, N. Y., has been made managing director of *The Eric County Republican*, published at that city.

Appoints E. V. Hammond

E. V. Hammond, formerly sales promotion manager of the Robert Duncan Printing Company, Hamilton, Ont., has been appointed branch manager at Ottawa of Sanagan-Pepler, Ltd., Toronto, a reorganization of the Claude Sanagan Advertising Agency, Ltd.

Joins Kelly, Spline & Watkins

St. A. C. Sivil, formerly with the Waldorf-Astoria and the Leverich Towers Hotel, New York, has joined Kelly, Spline & Watkins, Inc., advertising agency of that city. He will have charge of travel, hotel and allied advertising.

A. J. Welsh with National Paper Products

A. J. Welsh, formerly assistant to the president of the Van Eas Laboratories, Inc., Chicago, has been placed in charge of the Chicago office of the National Paper Products Sales Company.

Wayne Castle with Hanff-Metzger

Wayne Castle, formerly with the Hamman-Lesau Company, Los Angeles, has joined Hanff-Metzger of California, Ltd., Los Angeles, as a space buyer.

Appoints N. W. Ayer

The American Mutual Liability Insurance Company, Boston, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Joins Wisconsin Agency

George H. Goehrig, Jr., of Milwaukee, has joined the staff of George A. Jones Advertising, Inc., Janesville, Wis.

Food sales builder available

Thoroughly experienced in marketing food products in the institutional field. Excellent standing with the trade. His personal sales among chain restaurants, hotels, associated and government purchasing bureaus have always more than justified his salary.

He is one of the few men who believes the shortest cut to increased sales and the best way to keep salesmen on their toes, is by working shoulder to shoulder with them in their territories. He believes the salesmen should give and receive a square deal. His sales plans and policies are determined by meeting and solving sales problems in the field, as they arise, and learning the trade and trade conditions by personal contact.

He knows how to hire, train, control and lead salesmen as well as to create a loyal, harmonious sales organization. A level-headed associate who knows how to adjust himself to the present customs and policies of an established organization.

He is forceful—can think on his feet—tenacious, but not overbearing—rich in experience—well educated—good personality and well balanced. He has held two positions in the last ten years, both of which were most difficult, requiring tact, diplomacy and intense work. In both cases he was successful and showed results.

While his salary was well in five figures, he will accept a small salary and a commission based on sales increase and decreased sales cost or straight commission if the organization and product justify it.

He desires a real connection merchandising food products, the institutional market preferred. Results for the employer as well as the employee must count—not vague promises or an officer's title. He is a Hebrew—good health—happily married—two children—thirty-five years of age.

Address "M," Box 292, Printers' Ink.

The Little Schoolmaster's Classroom

WILL food products merchandisers eventually develop their goods to a point where the edibles served on the dining table will be in color harmony with the general scheme of the table set-up or even with the furnishings of the room? This thought comes to the Schoolmaster as he contemplates a newspaper advertising program, in behalf of whipping cream, now being carried on by the Borden's Farm Products Company of Illinois.

This interesting campaign, the details of which are supplied to the Class by W. A. Jimison, advertising manager of the company, is designed to increase the sale of whipping cream by showing the housewife how to color it attractively. Women in the Chicago metropolitan district are being asked to allow their milkman to deliver a half pint of Borden's heavy cream at a special price of 35 cents and have him give them, free, a carton containing two vials of red and green coloring material. The idea is that she can color the whipped cream used with or on desserts and make them look pretty.

When the milkman makes the delivery he will leave a recipe booklet telling how to build a great variety of delicacies and to make them look better through the use of the colored whipped cream. If the woman is pleased with the experiment she can thereafter get from the milkman any kind of the coloring material she wants. Many are the suggestions advanced. For instance, there is a mint dressing for fruit salad which is garnished by whipped cream colored green. There is a layer cake, the specifications of which provide for whipped cream colored pink. A strawberry Bavarian cream recipe calls for the use of whipped cream colored red and so on. Full directions are given for serving a pink luncheon, a green luncheon or almost any other color.

And all is done in the name of whipping cream. Borden could sell a great deal more cream; and

to do this it has to educate women in ways to use it. It has increased the sales through the recipe route; and now it is adding the color appeal. It is using imagination in business, in other words—a highly valuable attribute.

* * *

He came in, and as is his amiable custom, perched himself upon the Schoolmaster's desk, regarding its timorous owner with a glittering and belligerent eye.

"I see," said he, "that the cigarette advertisers are in their normal and perennial condition of hunger for a new idea. Well; here's one for them from an advertising man who doesn't smoke. I hope, by the way, that remark doesn't start a furious guessing contest as to which one of not more than seven people I happen to be.

"We've had cigarettes for reducing and for curing coughs and for steadying the nerves; we've even had the quaint old-fashioned idea of cigarettes for the fun there is in smoking them—fun that I'm willing to concede must exist even if I don't care for it myself. How about advertising the courteous cigarette?

"Just among us advertising girls, we all know well enough that these new copy slants and appeals and what-not are neither more nor less than efforts to escape the monotony of slamming away, year in, year out, on the simple reminder that Bohunkus Cigarettes are still being made and sold. No new idea, no matter how far-fetched, but may get itself read by people who are always and forever switching around from one brand to another, anyhow.

"So why not try the utterly novel idea of advertising to the Bohunkus smoker the quaint suggestion that the non-smoking minority really are entitled to some little consideration from him? The very ridiculousness of it, to most smokers, might cause them to get curious and give Bo-

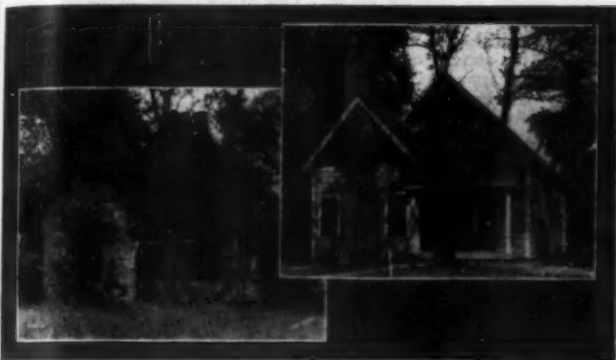
M

Two q
necess
modern
contact
these h
ability
then ca
Realtor
Their p
ment d
thousan
their ca
every b
with R
later to
exchan
come to



POR
139 N. C

Realtors—America's Homebuilders



Realtors—the key to

MODERNIZING

Two qualifications are necessary for those who modernize old buildings—contact with the owners of these buildings, and—the ability to sell the idea and then carry out the work.

Realtors have this contact. Their property management departments have thousands of buildings in their care. Then, too, most every building is listed with Realtors sooner or later to be rented, sold or exchanged. The owners come to Realtors.

Realtors are salesmen. They know how values can be improved by modernizing—more rent or a better sales price obtained. They can sell the idea of modernizing to owners, finance and carry out the work. They are the key to modernizing.

Realtors—America's Homebuilders, offer you the modernizing market, management of homes, apartments and store buildings, and the new home and apartment building market for 1930.



**NATIONAL
REAL ESTATE
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS
139 N. Clark Street

Chicago, Ill.

hunkuses a trial. It might even have some slight effect upon the pleasant custom of lighting up in elevators and in trains the moment you get into the tunnel, within ten minutes of the station, and of being mortally offended if some unfortunate non-smoker to whose throat tobacco is actively irritating—as it is to mine—ventures to ask you to restrain your hunger for a few minutes longer.”

* * *

The Schoolmaster has watched with approval the current discussions on brevity and efficiency in business letter forms. He is pleased to find that the Federal Government has now entered the arena as a champion of the simplified signature. By authority of special orders approved by Secretary Stimson and Under-Secretary Cotton, the State Department at Washington, in its letters to consular and diplomatic officers abroad and to concerns and individuals in this country, will conclude with a simple, “Very truly yours,” in place of the former cumbersome subscription, “I am, Sir, your obedient servant.” Likewise, officials in the field will no longer attach their signatures below the bombastic line, “I have the honor to be, Sir, your obedient servant.” Instead their letters will hereafter be subscribed merely “Respectfully yours.”

* * *

“You think you have a tough job with that survey of yours on buying methods,” remarked one of a small group of Class members at luncheon. “Well, you haven’t run up against any real difficulties in checking up buying statistics until you have attended a tobacco auction down South.”

He then went on to describe how the farmers assemble their piles of tobacco leaves in hundreds of long lanes. Down each lane travels the auctioneer, stopping before each pile and delivering a long chatter of talk which is beyond the understanding of newcomers in the audience.

He walks from pile to pile seemingly without having found a purchaser, yet every time he steps to

the next pile it means that a buyer for the last lot has been found. One of the buyers in the crowd has by some sign signaled his acceptance of the purchase. A turn of the thumb may mean, “I’ll take it,” or a folding of the arms will flash, “It’s mine”; all of the signs being within view of the auctioneer.

For the most part the buyers represent large cigarette, cigar and pipe tobacco makers. Competition is so keen that endeavor is made to keep competitors from knowing how much leaf is purchased and how much is paid for it. Transaction after transaction is made with the identity of the buyer hidden in silence.

* * *

Somewhat belatedly the Schoolmaster reports that he was among those fortunate enough to get away from the city during the week-end of the Fourth. He went, in fact, to a very small town where it so happened that a Gigantic Home-Coming Celebration was being staged—one of those things with a balloon ascension, plain and fancy aerial bicycle riding and of course a Big Parade with Four Famous Brass Bands.

As usual the bands were more interesting than musical. But of even more interest, at least to your Schoolmaster, were the “floats.” There was, of course, an Amos ‘n’ Andy float and, behind it, the town’s Shetland pony looking a bit belabored beneath its webbing of bunting and festoons. Following this, mark you, came an exceedingly well-done float bearing a large placard on which was printed the name of the J. C. Penney Company. And not far from it came still another, entered by still another chain organization, the Kroger Grocery & Baking Company.

Probably nothing more need be said, for much has already been said, in PRINTERS’ INK and elsewhere, about the distinctly chain organization problem of tying in store units with the communities they serve. Certainly few events have a more peculiarly community flavor than do small-town parades. As a rule only the accepted “standby” institutions of the town

Rare

OPPORTUNITY

for Manufacturers Seeking

NATIONAL DISTRIBUTION

Well established, ably organized, properly financed company operating more than 20 branch houses in principal American cities seeks *new lines of products to distribute at wholesale to dealers.*

Electrical or mechanical specialties preferred, as members of present organization have specialized along these lines.

Are prepared to buy and sell any line taken on for national distribution.

Separate *financing company*—for financing time payment paper for dealers.

This proposal is for the use of the present physical branch facilities by other manufacturers. Such products as are taken on will be merchandised, if desired, under the direction of a Sales and Merchandising Counsellor with national reputation, who will organize and supervise a group of creative salesmen under the control of the local sales manager in each branch house.

Please reply briefly stating nature of product for which you want greater distribution, explaining how your goods are now sold, and giving sufficient information to enable us to decide whether your line can be considered.

Such preliminary information will be treated in confidence and will bring you further details, with suggestion for conference to be arranged between your principals and ours.

Reply by letter only, and send printed matter if possible showing your products. Address "E," Box 149, Printers' Ink, 231 South La Salle St., Chicago, Ill.

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman

Est. 1873

CHICAGO

A. B. C.

Intelligent Installation!

We like to work with advertisers on the details of their window advertising in CHICAGO. We know our field—and can render real assistance in establishing—

HOW many installations to use
WHAT type of trim to use
WHERE to use them
WHEN to use them

Photographic samples on request.

NEIGHBORHOOD STORES DISPLAY SERVICE, INC.

309 South Franklin St., Chicago, Ill.

Adv. Agency Wanted

Well-established agency will purchase the business of a small advertising agency, or an individual operating independently, with clients in or near New York City. Replies strictly confidential. "Cash," Box 147, Printers' Ink.

SALES MANAGER

seeks permanent connection with opportunity for advancement with large, well-rated manufacturer or distributor. 20 years in selling and sales management. Age 39, hard worker, aggressive, executive type, also advertising experience. Address "C," Box 146, Printers' Ink.

take the trouble to participate.

That these two important chains, and possibly many others, now consider it good business to be represented even in such incidental community activities as the annual Fourth of July parade is excellent evidence of the "When in Rome Do as the Romans Do" policy which many chains are now earnestly pursuing in their endeavor to overcome community offishness.

In this particular town, the Schoolmaster was told, the Penney company also sponsors both a basketball and a bowling team, each of which is an important factor in deciding the outcome of the annual Commercial League tournaments in these sports.

Perhaps these activities are merely the result of a particularly enterprising and understanding store manager in this town. Your Schoolmaster is inclined to believe, however, that they are more broadly representative of the newer attitude which chain management is taking toward the position which any permanently successful chain unit must occupy in the territory of which it is a part.

* * *

There are probably few members of the Class who do not remember, somewhat bitterly, returning from vacation to find their desks cluttered with mail and at the bottom of the pile a letter or two which should have been answered immediately upon receipt but which rested comfortably in the pile of mail unanswered. In many instances these letters could have been answered satisfactorily by someone who was not on vacation, even if the answer consisted of nothing more than a notification to the writer that the intended recipient was out of the office.

The Schoolmaster was, there-

Do Sales Promotion Now

"Do not economize on your promotion," said W. B. Hearst. A salesman cannot be in 10 places at once but sales promotion can. Letters, folders, booklets, portfolios, make closing easier and keep up interest between sales calls. Experienced sales-promotion man who knows copy and printing, selling and merchandising can put ingenuity and inspiration behind your selling effort. Available all or part time. Address "E. H. M.," Box 291, Printers' Ink.

fore, par
on a rec
ing of M
in Philad
a card or
message

Please
this box
action of

A simp
costs litt
will pay
over in
saved goo

Trans

A
The Au
Detroit, ma
appointed a
vertising a
ing account

Appoi

The Ba
ring mount
appointed
vertising a
its adverti
business pa
used.



245 Fifth
7 Wat

"GI

participate.
chains,
ow com-
e repre-
al com-
annual
excellent
a Rome
policy
w earn-
avor to
ness.
m, the
Penney
both a
team,
ant fac-
of the
tourney-
es are
icularly
standing
t. Your
believe,
broadly
er atti-
ment is
which
chain
itory of

fore, particularly interested when, on a recent visit to the new building of N. W. Ayer & Son, Inc., in Philadelphia, he saw on one desk a card on which was the following message:

ON VACATION

Please do not leave anything in this box or on the desk that requires action or is not personal.

A simple message of this type costs little money to prepare and will pay for itself many times over in accelerated business and saved good-will.

Transitone Account to Advertisers, Inc.

The Automobile Radio Corporation, Detroit, manufacturer of Transitone, has appointed Advertisers, Inc., Detroit advertising agency, to direct its advertising-account.

Appoints Olmsted-Hewitt

The Barth Company, Minneapolis, ring mountings and wedding rings, has appointed Olmsted-Hewitt, Inc., advertising agency of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

THERE ARE
64,000
English-Reading
Families in St. Paul
91% of them
take the
St. Paul Dispatch

\$10,000 a Year Selling Advertising Ideas

If you want to know how other salesmen are earning it in the Metropolitan District this year, write us, without obligation, for "**\$10,000 a Year Selling Advertising Ideas.**" Address "D," Box 148, Printers' Ink.

mem-
not re-
return-
d their
and at
tter or
een an-
receipt
ably in
ed. In
s could
actorily
n vaca-
onsisted
notifica-
the in-
of the

DID WE GET IT?

we don't worry, we just consult the
Standard Advertising Register —
the Red Book — and we get it
every time.



The *Standard Advertising Register* is a thoroughly dependable Service giving you the essential details about *National Advertisers and Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no Service so thorough or complete. Write our nearest office.

Quit Guessing - Get the Register ! !

National Register Publishing Company

245 Fifth Ave., New York
7 Water St., Boston

140 So. Dearborn St., Chicago
929 Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles

Now

on," said
be in ?
an. Let
is closing
ales call.
no know
handling
hind your
art time.
ters' Ink

"GIBBONS knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

A WESTERN PUBLISHER of two well-established industrial publications, desires Eastern representation on liberal commission basis. Applications to be made in detail. Box 447, Printers' Ink.

PUBLISHERS' REPRESENTATIVE—New York, cracker-jack salesman—wishes Eastern representation of a magazine. Has exceptional contacts. State particulars. Box 451, Printers' Ink.

Will Consider Purchase of Trade Paper

Business News Publishing Co.
550 Maccabees Bldg., Detroit, Mich.

WILL SELL 2 National, medium-size, class magazines, and two in embryo; net profits 31%; genuine buy; owner retiring; \$20,000, half cash, balance negotiable security; financial references required for interview. Box 454, P. I.

Opportunity for Active Executive to join advertising display manufacturer, established 1922; selling national accounts; additional prospective business necessitates expansion. Must be plunger and able to invest \$5,000 to \$15,000. Box 435, P. I.

A Successful Representative in Middle West offers part-time to publisher on commission basis. Twelve years' advertising selling experience in this rich territory; wide acquaintance among advertisers and advertising agents. Chicago headquarters. Box 453, Printers' Ink.

Advertising Representatives Wanted—In Chicago, New York, Philadelphia and Cleveland for high-class electrical monthly. Liberal commission on new orders and renewals. Exclusive territory arranged. What connection have you with electrical manufacturers? Box 445, Printers' Ink.

Farm Paper For Sale

A National Farm Paper 5 years old with quarter million circulation, growing advertising patronage, excellent reputation as a producer. Here is an opportunity of a life time for the man who is interested in the Farm Paper field, priced at a sacrifice to close in 30 days. For further information address

Wm. H. Benjamin
931 Tower Bldg.
Washington, D. C.

EMPLOYMENT SERVICES

Muncy Placement Service

Specializing in Advertising Personnel

Executives—Craftsmen—Juniors
Secretaries—Clerical
280 Madison Avenue, New York City
Caledonia 2611
Elizabeth Muncy for 10 years in charge of employment bureau of AAAA.

HELP WANTED

ADVERTISING SALESMEN—Full or part time; original direct mail plan; repeats; big sellers; big down payment with each order. Give experience. Box 450, Printers' Ink.

PUBLICITY

Young Woman to contact cosmetic accounts; handling both advertising and publicity for class magazine. Must be well acquainted in cosmetic field. Liberal commission basis. Box 710, Suite 200, Times Building.

SALESMAN

A firmly established New York house specializing in the creation and manufacture of window displays for national advertisers has an opening for an experienced man to contact in the metropolitan territory. Unlimited opportunity and the full support of a competent organization to the right man. Box 437, Printers' Ink.

COPY WRITER-SECRETARY

Young woman accurate in detail wanted to assist Advertising Manager of large New England Specialty Store. Must be fast and accurate stenographer, keep advertising cost records and write women's fashion copy. One with some specialty shop copy-writing experience preferred. Samples will be returned. Give full details by letter to Box 458, Printers' Ink.

Advertising Agency Executive WANTED

Successful advertising agency desires services of man of advertising and merchandising experience to act as assistant to manager of Chicago branch. Must be capable of cooperating in securing new accounts as well as in doing general agency work. Preference will be given to applicants who can secure some immediate new business. In writing, give complete information as to age, experience, income accustomed to and income expected. All applications will be treated in strictest confidence. Box 455, P. I.

TYPOG
ing typ
salary to
sand dol
in detail

UNUS

Merch

We wan
experie
fabrics,
tising co
manufac
young, a
tian. He
trade and
to start,
big job
New Yo
perience
informat

Addres

COPY
Interests
have con
drawn
442, Pr

VISUAL
assistant
sives. I
cellent e
Box 444

Woman
experien
known p
as cirres
full char

Sales I
tion; int
Europe;
advertisi
successfu
aging \$
or spac
Box 459

Ar
I

Man wh
with rea
low thro
from vis
type-set
a good
supervis
thorough
their pro
shoulder
tions, bo
thusiasm
age, Un
backgro
now ava
direct m
or vicin

TYPOGRAPHY SALESMAN—A leading typography house will pay good salary to man controlling several thousand dollars' business monthly. Write in detail. Box 448, Printers' Ink.

UNUSUAL OPPORTUNITY for Merchandising, Sales Promotion and Advertising Executive

We want associated with us a man with experience in the textile field, preferably fabrics, who can merchandise our advertising cooperating with our salesmen and manufacturers. The man we want is young, aggressive, attractive and a Christian. He knows the fabric field, the retail trade and the cutting-up trade. Good salary to start, excellent opportunity to make a big job for himself. His office will be in New York. Reply by letter outlining experience and general qualifications. All information will be kept confidential.

Address Box 446, Printers' Ink

POSITIONS WANTED

COPY WRITER and VISUALIZER—Interesting story awaits agency who must have convincing pulling copy and well-drawn layouts. New Yorker. Box 442, Printers' Ink.

VISUALIZER-ARTIST as art director assistant. Prefer work on comprehensives. Figures and modern design. Excellent experience. New York City only. Box 444, Printers' Ink.

Woman of Ability has had eight years' experience as Subscription Manager of well-known publications—also capable of acting as correspondent—file executive—or taking full charge of set of books. Box 436, P. I.

Sales Director, 36, exceptional education; intimate knowledge every corner of Europe; fluent linguist; first-class sales, advertising, newspaper experience; have successfully sold car-cards; present averaging \$15,000; desires position abroad or space selling high-class publication. Box 459, Printers' Ink.

Art and Production

Man who has the ability to create plans with real merchandising appeal and follow through every phase of production from visual to the final engraving and type-set page. . . Can personally produce a good deal of the art work and properly supervise any additional work. . . Has a thorough knowledge of type faces and their proper application. . . Will gladly shoulder responsibility or take instructions, both with equal readiness and enthusiasm. . . This young man, 27 years of age, University trained, with a seasoned background of 10 years in advertising, is now available to an agency, advertiser or direct mail organization in New York or vicinity. . . Box 434, Printers' Ink.

YOUNG MAN, Maryland 30, who plans to attend evening advertising courses beginning September, wishes to enter the advertising profession. Personal interview desired. Box 441, Printers' Ink.

Artist—Modern prolific layouts. Typography. Lettering and design. Direct advertising experience. Familiar with printing production, engravings. Primarily interested in right connection anywhere. Box 439, P. I.

Young Woman—Five years' background. Written local copy, small agency. Familiar printing processes, including Offset. Produced House Organs, direct mail. Correspondent, cosmetics. Box 456, P. I.

FREE LANCE OR POSITION

Dramatic theme ideas, layouts, dummies, completely finished drawings; largest 4A agency experience prominent accounts; N. Y. man. Box 443, Printers' Ink.

ARTIST

First-class photo-retoucher—knows reproduction values—desires position with a well-established house. Free-lance basis. New York City. Box 452, Printers' Ink.

WELL-KNOWN ART AVAILABLE AS ART DIRECTOR. BOX 457, P. I.

Good Record as ad manager and salesman, university graduate, 27, employed, wants hard and promising job. \$5,000 minimum. Box 440, P. I.

AVAILABLE—Man with several years' experience in all phases of Direct Mail advertising. Specialized in field survey and market analysis. Opportunity more desired than high initial salary. Location not essential. Christian, married with family. Box 449, Printers' Ink.

PHOTO-ENGRAVER

Young man, 25, desires position with engraving concern, 10 years' general experience, shipping, billing and order clerk, sales representative, and assist superintendent. Thorough knowledge of business. A-1 references, moderate salary to start. New York City or out of town. Box 438, Printers' Ink.

ADVERTISING EXECUTIVE

with initiative, understanding of today's conditions, and good record in varied lines—8 years agency and sales; 8 years Adv. Mgr.—available soon. Broad background of experience in publication campaigns, direct mail, catalogs, statistics; a man who can contact, plan, write and get things done. Should interest an Agency or Mfr. seeking real ability. Age 39, married; references. Salary \$4,000. Address "Burns," 2306 N. Lawndale Ave., Chicago, Ills.

CAUTION!

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

Table of Contents

| | |
|--------------------------------------------------------------------------------------------------------------------------------|-----|
| A New Era of Greater Purchasing Power CHESTER M. WRIGHT, of the American Federation of Labor..... | 3 |
| Now That It's Hot—Let's Think of Christmas..... | 10 |
| How Steady Jobs Can Come from Steady Advertising G. A. NICHOLS..... | 17 |
| Using Your Own Products for Prizes..... | 26 |
| For Men Only!..... | 33 |
| What an Automobile Salesman Thinks of Automobile Advertising DON GRIDLEY..... | 41 |
| How a Bank Approaches a Millionaire..... | 49 |
| But When She Got There— ROY DICKINSON..... | 57 |
| Convicted Trade-Mark Infringers Must Watch Their Step E. B. WEISS..... | 64 |
| How Manufacturers Can Help Solve Retailer's Returned Goods Problem RUTH LEIGH..... | 68 |
| What Groucho Says..... | 72 |
| Trade Commission's Censorship Powers Limited..... | 77 |
| Money May Lead to Trouble..... | 83 |
| Business-Paper Editors on Business..... | 84 |
| Hints on the Management of Prize Contests BERNARD A. GRIMES..... | 89 |
| Pistol-Shot Pictures W. LIVINGSTON LARNED..... | 101 |
| Your Pocketbook and World Trade LUCY A. GOLDSMITH..... | 109 |
| First of All Find Out Your Profit Requirements W. L. CHURCHILL, Industrial Economist, Evans, Kip & Hackett, Inc..... | 117 |
| Modern Advertising Can Be Beautiful and Readable PAUL M. MILLER, of the Potts-Turnbull Advertising Company..... | 120 |
| Seven Sources of Waste in Advertising AESOP GLIM..... | 126 |
| National Conventions or Local?..... | 133 |
| To Judge Results of Advertising to Industry W. W. GALBREATH, President, Youngstown Pressed Steel Company..... | 136 |
| Farm Paper Summary for June..... | 145 |
| Editorials..... | 148 |
| Franklin Announces "No Cuts"—Iowans Know Their Economics—More About Advertising Tests—Where to Sell Airplanes. | |
| The Little Schoolmaster's Classroom..... | 154 |

Nothing that appears in **PRINTERS' INK** may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

af

D

E

special

they

typical

work

has

P. S.

NOT afraid of the DARK



EVERY dark room at Collins & Alexander is dust-free, has solid tile walls, and is equipped with a special washed-air ventilator. Note the large doors; they slide easily on ball-bearings. These features are typical of our entire shop. That is why our men like to work here; why they produce the kind of work that has carried our name from coast to coast.

P. S.—Ask us about our new brass halftones.

COLLINS & ALEXANDER, Inc.

(formerly Collins-Ingles, Inc.)

**America's Finest Engraving Plant
Chicago**

DURING the
first six months of
1930, local adver-
tisers gave the
Chicago Tribune

1,392,183
MORE

lines of display
advertising than
they gave to any
other Chicago
newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation,
June, 1930: 842,744 Daily;
1,056,003 Sunday

THE
Business
DO
UN
+

WITH
institu
cation
proved
fuel a
reinv
held a
and le

Too
places

For
this le
printed

N.

W A S
New Y